

A satellite view of Earth showing North and Central America, with the Western Hemisphere visible. The image captures the continent of North America, including the United States, Canada, and Mexico, along with the surrounding oceans and cloud patterns. The curvature of the Earth is visible on the right side.

WESTWOOD ONE

*“In nature there
are neither rewards
nor punishments;
there are consequences.”*

-Robert Green Ingersoll

The Climate Crisis



Sponsor
logo
here

It's one of the most important issues facing humanity today.

We're already seeing it's effects upon our world. Glaciers are melting, plants and animals are being forced from their habitat, the number of severe storms and droughts is increasing, hotter conditions aggravate local air quality problems leading to increased health risks.

Almost every week there is a new alarming report from the scientific community- the climate crisis is worsening and we do not have a lot of time to solve it. The overwhelming evidence is shaping political agendas, corporations are scrambling to adapt to the new reality- and the sound economics – of building sustainable businesses.

The solutions lies with individuals, communities, and nations. New ways of solving old problems must be embraced, new laws passed, and a new global treaty adopted to slow and ultimately reverse the disastrous trends we face from global warming.

Exclusive Opportunity



Sponsor
logo
here

Opening paragraph is an example. Tweak for your sponsor's current environmental actions to date)

(SPONSOR) is a leader in innovation, and recognizes the critical need to mitigate the effects of the climate crisis by taking bold actions within the company- not simply talking a good game but putting its resources behind its corporate voice.

The following marketing option is an extremely effective, unique way for (SPONSOR) to support the call for change as part of an ongoing substantive commitment to environmental consciousness.

Al Gore, an outspoken leader on climate change, is lending his talents to Westwood One's airwaves exclusively. Gore will discuss critical climate change issues in the world of politics, science, and business- from policy battles to real-world examples of how people in the U.S. and around the world are attacking this crisis.

WESTWOOD ONE

Al Gore



Sponsor
logo
here

Former Vice-President Al Gore is the author of **An Inconvenient Truth**, a best-selling book on the threat of and solutions to global warming, and the subject of the movie of the same title, which has already become one of the top documentary films in history. In 2007, *An Inconvenient Truth* was awarded two Academy Awards for Best Documentary Feature and Best Original Song.

Since his earliest days in the U. S. Congress 30 years ago, Al Gore has been the leading advocate for confronting the threat of global warming. His pioneering efforts were outlined in his best-selling book **Earth in the Balance: Ecology and the Human Spirit** (1992). He led the Clinton-Gore Administration's efforts to protect the environment in a way that also strengthens the economy.



WESTWOOD ONE

AI Gore Media Package



Sponsor
logo
here

For a \$2.5M investment, (SPONSOR) will receive the following:

-  Five(5) thirty-second (:30) commercials attached to the AI Gore feature (click on icons below to hear samples) to run each week for a year starting in Q4 2008
-  Radio stations in the country's top markets will run (SPONSOR) commercials with the Gore feature (see TBD affiliate list)*
-  Gore radio website where (SPONSOR) ads/banners/links can live (Specifics of web elements will be worked out with you based on your needs and availability/approval)
-  Press release announcing partnership (pending Mr. Gore's approval)
-  Category Exclusivity



Demo



Vignette 1



Vignette 2

WESTWOOD ONE

*This station list is pending. Once verbal commitment from keystone sponsors and the deal is in motion, the stations listed - who are already extremely enthusiastic about signing on - will be secured and the list will continue to grow.



Sponsor
logo
here

Summary

-  Vignette will air 2x a day, M-F6a-7p
(Each sponsor receives one :30 ad once per day)
-  Launching on more than 140 stations nationwide in
9 of the top 10 markets
-  Reaching nearly 1.7 million P18+ every week
-  Westwood One guarantee of 1.0 rtg for P18+

WESTWOOD ONE

Benefits for SPONSOR



Sponsor
logo
here

(SPONSOR) is at a great advantage since we are in the developmental stage with this proposal.

In addition to being able to create a targeted sponsorship based on your specific needs, this package offers your company opportunity to support programming with coverage in the top markets ensuring your message will reach millions of people daily and much more.

This is a unique and compelling opportunity for (SPONSOR), and we look forward to developing our partnership.

WESTWOOD ONE

WESTWOOD ONE

Small changes
to your daily
routine can
add up to big
differences in
helping to stop
global warming.

The time to come
together to solve this
problem is now.

TAKE ACTION

