



## Vermont's Independent Radio Network

Web: [www.pointfm.com](http://www.pointfm.com)

### An Invitation to partner with The Point and Way to Go!

The Point wants to invite your business to help spread the word about ways we can all make a difference and reduce our carbon footprints. The Point has partnered with Way to Go! Commuter Challenge and is working to get the word out about how individuals and businesses can pitch in year-round and during this year's 2010 Commuter Challenge May 17-21st.

As a presenting sponsor The Point is offering your business an incentive to promote Way to Go! in all of your commercials.

**First**, please consider becoming a corporate sponsor of Green Notes.

\* **Green Notes:** is aired 3 time's per day April 3-April 30 to encourage Way to Go! registration. Your business will be recognized in **84** Green Notes programs on WNCS.

\* **Link on The Point's website to Way to Go!** logo and link to corporate sponsor's logo appearing on The Point's website Green Notes page.

**Second**,

#### ❖ BUY 3 COMMERCIALS AND RECEIVE 1 FREE ON THE POINT

\* **The Point will make available a special advertising package** providing 1 free commercial for every 3 paid commercials for advertisers that mention Way to Go! in the commercials on The Point. We will reach out to the marketing department at participating businesses with this offer.

Simply incorporate an 8 second message promoting Way to Go!\* at the end of your :60 commercial and you will receive 1 free bonus commercial to run at **Best Times Available** for every 3 ads purchased on The Point. *The Point will assist in the creation of this 8-second message.*

\* **The Point will be present at 4 commuting locations Mon-Thurs 5/17-5/20 with giveaways for commuters as added incentive.** We will be out one day in Burlington area, Montpelier, WRJCT and St. Johnsbury, rewarding commuters. These appearances will be promoted on-air. Consider having a employee present at one of these locations.

*Please contact Alex Montagne at The Point for additional information and to join in!*

Tel # 802-863-1010 / [alex@pointfm.com](mailto:alex@pointfm.com)

Learn more and register your workplace or group for Way to Go! at [www.waytogovt.org](http://www.waytogovt.org).