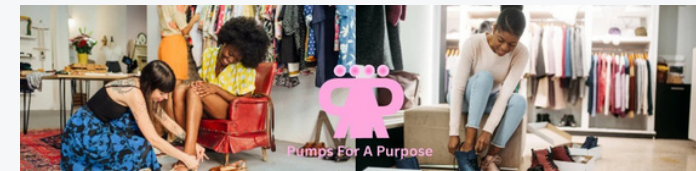




WRRF 97.5 FM LPFM Underwriting Package

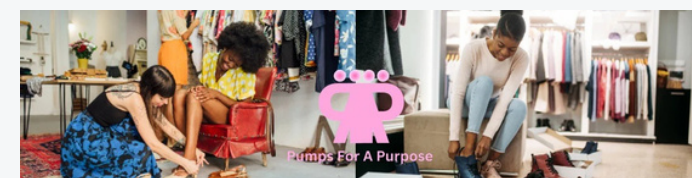
Pumps For A Purpose Powered
By The Reewind Radio Network



About WRRF 97.5 FM

WRRF 97.5 FM is your community LPFM station serving the Pocono Mountains region — where culture, community, and classic music connect. Powered by Pumps For A Purpose and The Reewind Radio Network, WRRF brings a unique mix of Old School Hip Hop, R&B, Smooth Jazz, and Urban Talk that resonates with Gen X listeners and families across the area.

We provide a platform for voices that reflect our community — local entrepreneurs, nonprofits, artists, and thought leaders — while keeping our audience informed, entertained, and inspired.



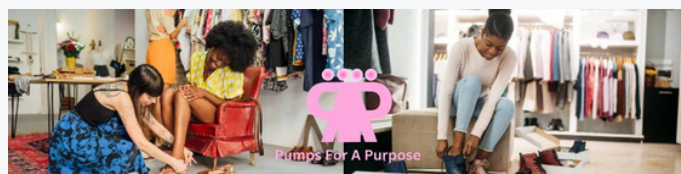


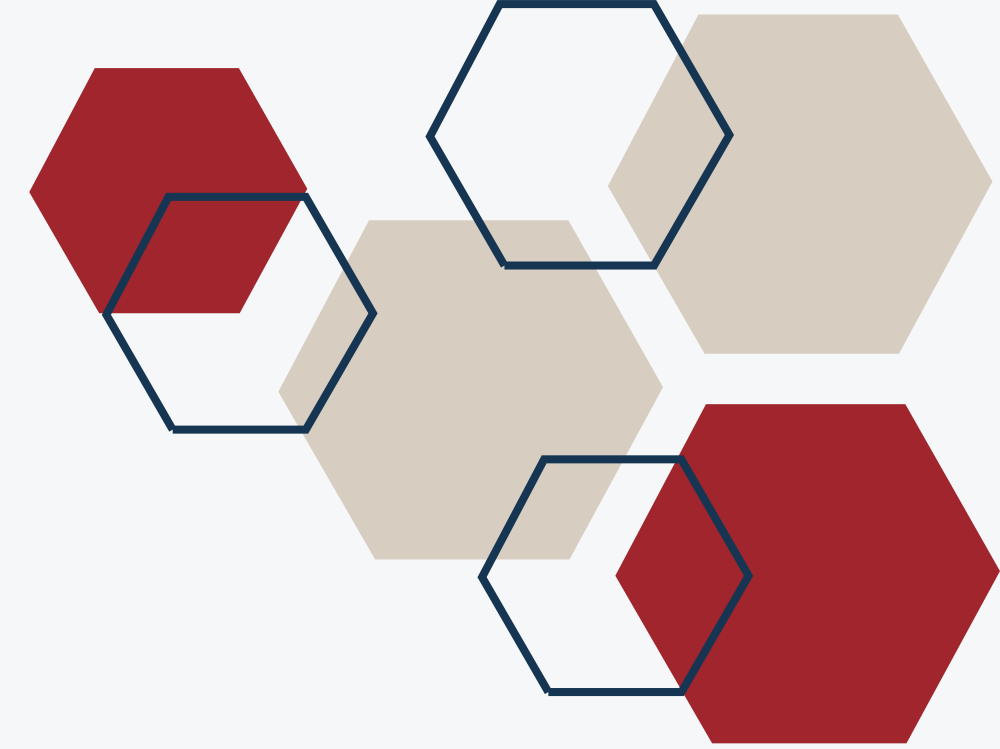
What is Underwriting?

Underwriting on WRRF 97.5 FM is a partnership opportunity for local businesses, organizations, and community programs to support non-commercial radio while gaining valuable recognition.

Because WRRF is an FCC-licensed LPFM (Low Power FM) station, all sponsorship mentions comply with FCC underwriting guidelines — meaning your business can be recognized without the hard sell of traditional advertising.

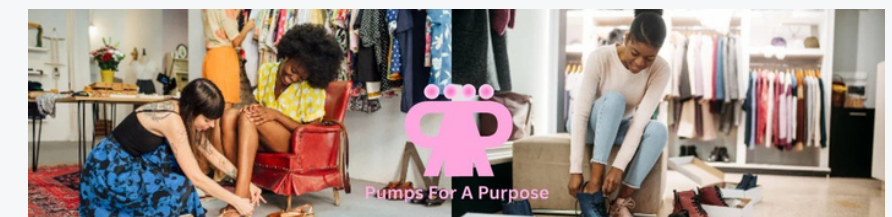
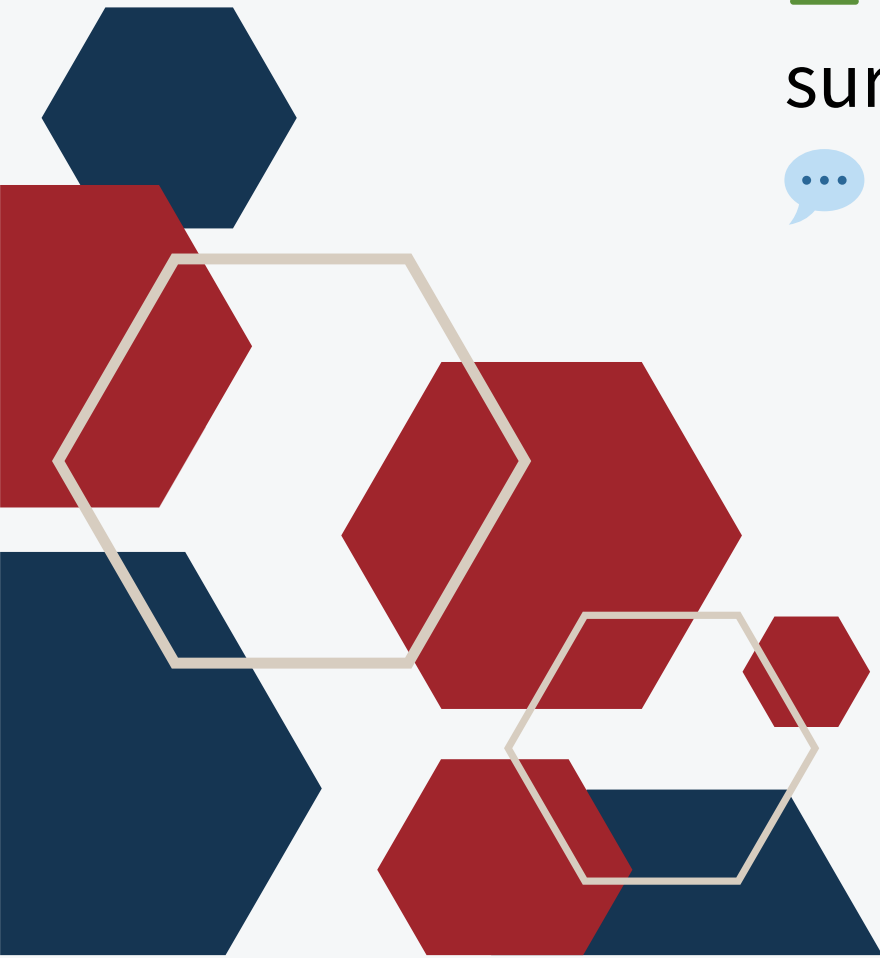
Each underwriting message is crafted professionally by our production team to reflect your community spirit and mission.





Our Audience

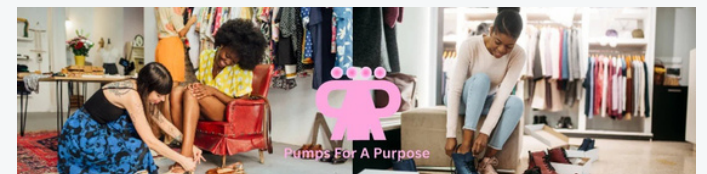
-  Target Demographic: Adults 35–64
-  Core Listeners: Gen X professionals, entrepreneurs, and community leaders
-  Coverage Area: Tobyhanna, Mt. Pocono, Coolbaugh Township, and surrounding communities
-  Platform Reach:
 - WRRF 97.5 FM (on-air broadcast)
 - The Reewind Network app and digital streams
 - Social media and on-demand platforms

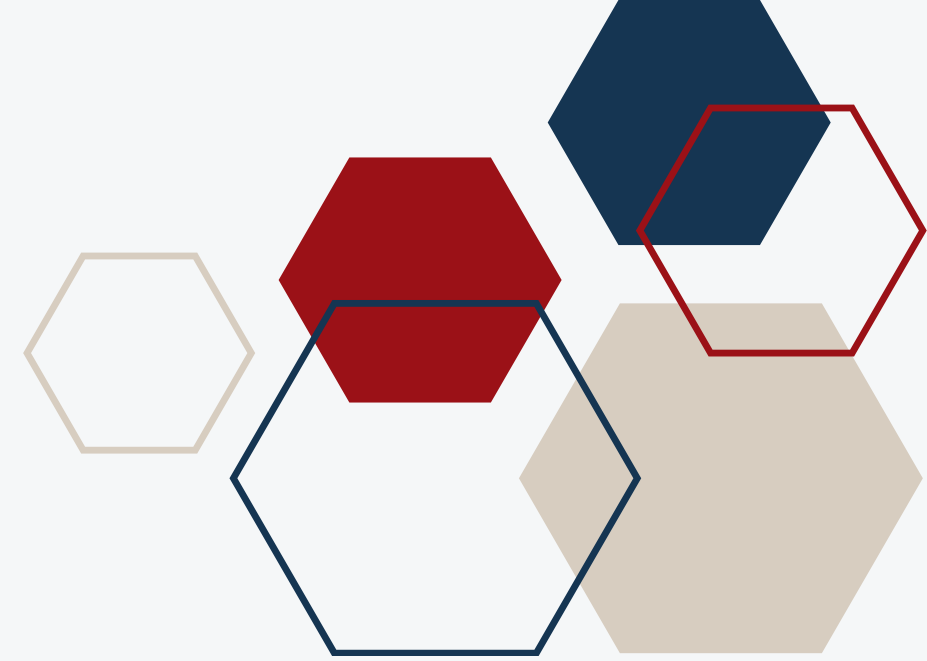




Why Underwrite with WRRF 97.5 FM

- ✓ Strengthen your community presence
- ✓ Build brand trust through association with a purpose-driven local station
- ✓ Reach engaged listeners who value authenticity
- ✓ Support local voices, local causes, and community programming

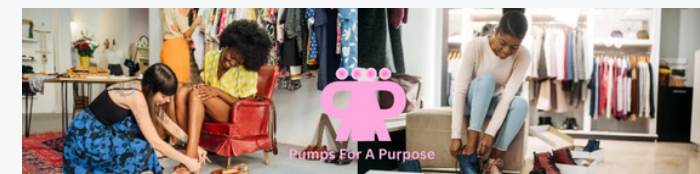




Sample Underwriting Message

Support for WRRF 97.5 FM comes from ABC Auto Service in Tobyhanna — offering reliable repairs and honest service for over 20 years. ABC Auto Service — keeping you safely on the road. Learn more at abcrepairs.com.”

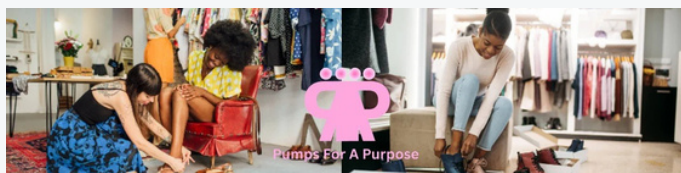
(Note: Messages cannot include calls to action, pricing, or superlative claims such as “best,” “cheapest,” or “number one.”)



Underwriting Packages

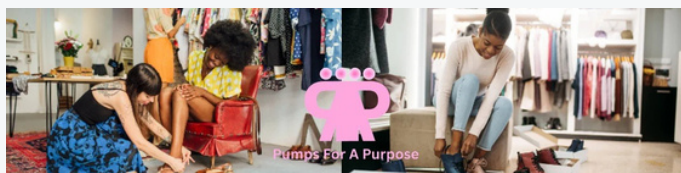
Community Partner – \$500 / 3 Month

- 3 on-air mentions per week
- Business name and tagline included
- Inclusion on WRRF website “Community Partners” page
- One social media acknowledgment per month



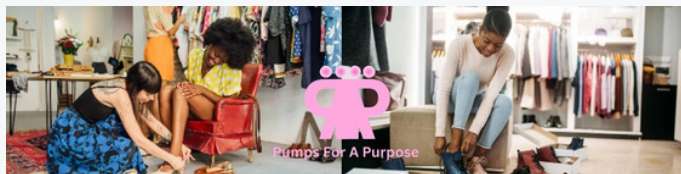
 Neighborhood Supporter – \$1,000 / 6 Months

- 5 on-air mentions per week
- Professionally produced underwriting spot (up to :30)
- Logo on WRRF website + link to your business page
- Social media mention twice per month
- Recognition at WRRF community events



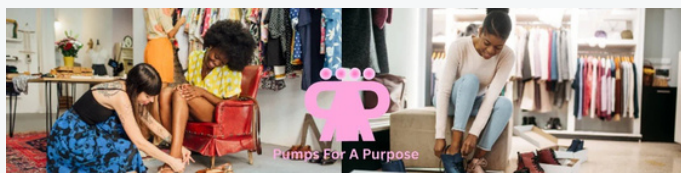
☀️ Signature Sponsor – \$2,500 / 12 Months

- 10 on-air mentions per week
- Custom-produced underwriting spot (:30) refreshed mid-year
- Featured placement on WRRF website
- Monthly social media highlights
- Inclusion in one Reewind Network special event broadcast



◆ Power Partner – \$5,000 Annual

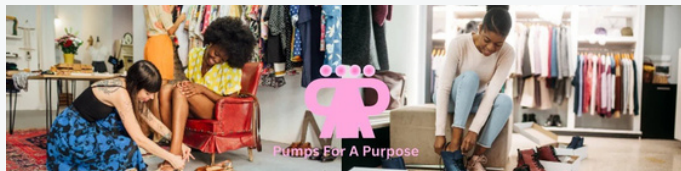
- Premium positioning in rotation across The Reewind Network shows
- 15 on-air mentions weekly across WRRF and Reewind streaming
- Cross-promotion in Pumps For A Purpose digital campaigns
- Logo placement on all community outreach materials
- 2 event sponsorships per year included
- On-site presence and acknowledgment during WRRF community events



Special Programming Opportunities

You can underwrite specific shows or features that align with your brand:

- The EJones Show feat. Sharonda + Nichelle – Urban classics & real talk
- The Afternoon Drive with DJ Lotus – Gen X vibes
- Smooth Jazz with Greg Williams – Sunday serenity hour
- DJ Mix Features – Reewind Traffic Jam & Wake-Up Mix
- Community Spotlight – Highlighting local nonprofits and initiatives

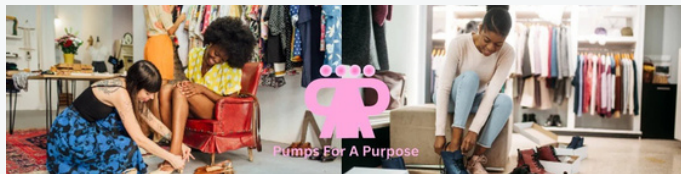


Production & Compliance

You can underwrite specific shows or features that align with your brand:

All underwriting spots are professionally voiced and produced by WRRF's production team to maintain FCC compliance and consistent broadcast quality.

Turnaround time: 5–7 business days after message approval.





Contact Us

WRRF 97.5 FM / The Reewind Radio Network

 Tobyhanna, PA

 thereewindnetwork@gmail.com

 www.reewindradio.com

 484-767-5362

Partner with us — and let your business make an impact while keeping the community connected.

