This is your cue to take the stage.
MUSIC DISCOVERY REFLECTING THE DIVERSE CREATIVE SPIRIT OF NASHVILLE

91.ONE, WNXP quenches a long brewing thirst for an eclectic music mix centered on indie rock with splashes of pop, alternative, hip hop, singer-songwriter, soul, electronic and americana. Our local hosts, ingrained in the Nashville music scene, spin hand-picked tracks that inspire creatives of all types.

Rooted in music discovery, WNXP highlights emerging Nashville artists with local band interviews, in-studio performances and events. Special features that explore the music industry, creative process behind songs and other cultural works provide additional depth to music discovery. Brief AM and PM check-ins with WPLN News hosts keep listeners posted on what's happening inside and outside of music.

ELEVATE YOUR BRAND

75% take action in response to a public radio sponsorship message.

71% hold a more positive opinion of a company that supports public radio.

66% prefer to purchase products and services from public radio sponsors.

Source: Kantar, NPR State of Sponsorship Survey, Apr 2020
COMMAND THE MIC — NO HYPE, NO CLUTTER
Concise :15 sponsorship messages win fans.

In a typical hour

- 50-56 minutes of music
- 1½ minutes of sponsor messages

VS.
- 15 minutes of advertising and promotion on commercial radio

ENGAGE TASTEMAKERS WHO LIVE FOR DISCOVERY

Based on market research and NPR® Triple A audience qualitative, expect an Adult 18-49 audience with hallmarks similar to the WPLN News listener.

**Young**
A18-49

**Affluent**
44% more likely to earn an annual individual income of $100k+

**Educated**
66% more likely to have a post-graduate degree

**Influential**
THEY MAKE WAVES IN A VARIETY OF CAREERS.
234% more likely to be an Influential, based on public engagement and advocacy for causes

More likely to work in these roles: Business Owner, Partner, Engineering, Design, Research and Development, Finance, General Management, Human Resources, Training, Marketing, Advertising, Technology, MIS, IT, Networking

**Cultural**
THEY SHOW UP FIRST, SHARE THEIR EXPERIENCES AND DEFINE WHAT’S NEXT.

More likely to be into these scenes: Art Galleries and Shows, Breweries, Night Clubs, Concerts, Cooking, Dance, Dining Out, Fitness Clubs, Live Theater, Museums, Photography, Sports Events, Travel

**Community-Minded**
CAUSES TUG AT THEIR HEARTSTRINGS.

More likely to contribute to all sorts of nonprofits: Arts and Cultural, Educational, Environmental, Health, Political, Social Services

Source: MRI-Simmons Doublebase 2019, NPR Triple A Listeners, Base: Total U.S. Adults. *MRI defines an Influential as one who participates in three or more public activities that demonstrate uncommon engagement with their community.
Market Enginuity® manages sponsorship sales for Nashville Public Radio with the mission of linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission. Market Enginuity is a paid solicitor that has been representing Nashville Public Radio since 2002.

MISSION

WNXP, NASHVILLE’S MUSIC EXPERIENCE, where lovers and creators of music connect; convened by local music experts with handpicked music that expresses the depth, breadth and diversity of the Nashville music scene.

NASHVILLE PUBLIC RADIO

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