

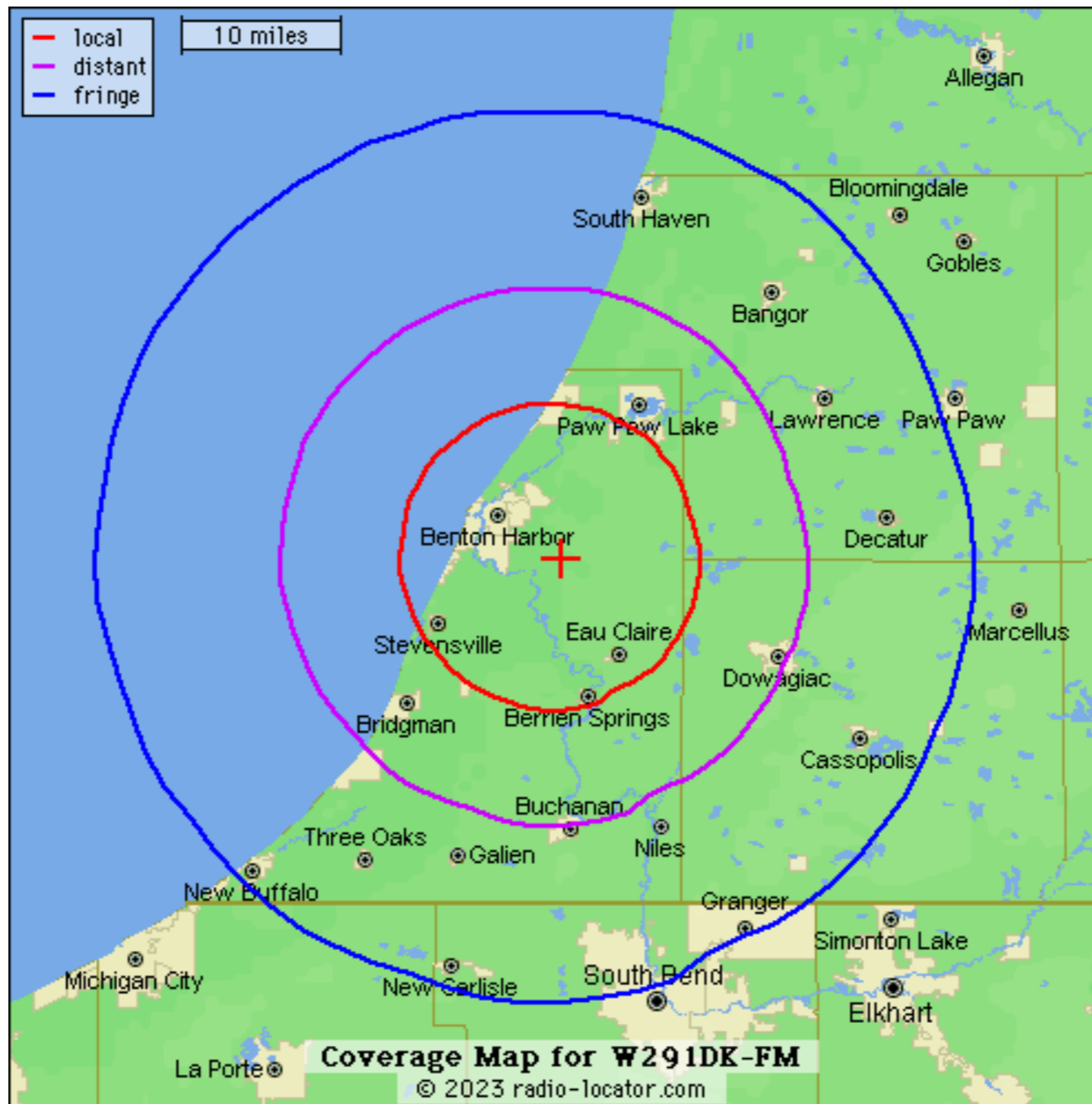
2026 Sponsorship Opportunities

Visit Southwest Michigan Radio – 106.1 FM and streaming everywhere!



2026 Sponsorship Opportunities

Visit Southwest Michigan Radio – 106.1 FM and streaming everywhere!



2026 Sponsorship Opportunities

Visit Southwest Michigan Radio – 106.1 FM and streaming everywhere!

Seasonal Programming Sponsor

- Minimum of 12 sponsor mentions per day - 91 days per season, 1092 mentions per season
- Annual sponsorship mentions – 4,368
- Prominent SWMichigan.org logo/business name and link on radio landing page
- Regular social media mentions in radio station promotions



Season	Months	Exclusive	Category Exclusive	One of Four
Winter	Dec – Feb	\$2,000	\$650	\$500
Spring	March – May	\$2,500	\$650	\$500
Summer	June - Aug	\$3,000	\$650	\$500
Fall	Sept - Nov	\$2,500	\$650	\$500
Annual		\$10,000	\$3,500	\$2,250

Exclusive Annual and Exclusive Seasonal Sponsorships are SOLD OUT!
One of Four and Category Exclusive Sponsorships are still available!



2026 Sponsorship Opportunities

Visit Southwest Michigan Radio – 106.1 FM and streaming everywhere!

Exclusive Feature Sponsor

- Local Weather (2x per hour; 12x per day)
- Makers Trail (3x per day)
- Family Friendly Places
- Southwest Michigan Events (3x per day)
- Cool Shop Stops
- History in a Hurry
- Indoor Fun
- Creative Connections – Arts & Events (3x per day)
- Hotel Highlights (6x per day)
- Lake Life Hacks
- Sunset Soundtrack
- Destination Attractions (4x per day)
- Pure Michigan Minute
- Hidden Southwest Michigan
- Wander Southwest Michigan – Trails & Outdoor Activities (3x per day)
- Making the Music Scene (2x per day)

Regular Rate: 6 months - \$1,000 / One Year - \$2,000

Negotiable depending on feature selected and times played per day



2026 Sponsorship Opportunities

Visit Southwest Michigan Radio – 106.1 FM and streaming everywhere!

Exclusive Seasonal Feature Sponsor

- Shoreline Report (Summer, Fall, Spring)
- Summer Festivals (Summer)
- Fall Festivals (Fall)
- Meet Me at the Market (Summer)
- Ship to Shore – marine traffic (Summer, Fall, Spring)

*Actual feature names may differ



\$500 per feature per season (generally 3-4 mentions per day, in season)
Negotiable depending on feature selected and times played per day



2026 Sponsorship Opportunities

Trolley Sponsor

Category	Amount	Benefits	Limits
Presenting Sponsor	\$25,000	Outside trolley signs – top billing; Inside trolley materials – top billing; radio station cross promotion; ad mentions; social media mentions; Website logo & link	Limit 3
Diamond	\$10,000	2 nd billing inside trolley materials; ads; Website logo & link; social media mentions	Limit 5
Platinum	\$5,000	3 rd billing inside trolley materials; Website logo & link; social media mentions	Limit 10
Gold	\$2,500	Website logo & link; social media mentions	Limit 20
Silver	\$1,000	Website logo; social media mentions	No Limit
Bronze	\$500	Website listing; social media mentions	No Limit

2026 Sponsorship Opportunities

Capital Campaign Sponsor

New Visit Southwest Michigan Welcome Center

- 2026-27 project with Sponsorship opportunities up to \$100,000 including naming opportunities

