



2LIT RADIO

WKDT 420

SPONSORSHIP PROPOSAL

Partner with the platform amplifying
independent music and culture.

WHY PARTNER WITH US

Reach an audience that actually pays attention.

WKDT420 2Lit Radio isn't chasing mass appeal — we're built around a loyal, engaged audience that shows up for independent music discovery, honest culture conversation, and informed cannabis advocacy. That's a rare combination, and it means sponsors get attention that's hard to find on bigger, more generic platforms.

Engaged, niche audience

Listeners and followers who actively seek out indie music and culture content — not passive scrollers.

Multi-platform integration

Broadcast, podcast, website, and social — your brand shows up everywhere we do, not just one channel.

Authentic voice

We don't run generic ad reads. Sponsor integration is woven into content our audience already trusts.

Values alignment

If your brand supports independent artists or cannabis advocacy, this audience is already looking for you.

PARTNERSHIP TIERS

Pick your level of flame.

Founding Partner rates — locked in for as long as you stay, even as rates rise for new sponsors.

MOST POPULAR

SPARK

Entry-level visibility

\$25–\$40/mo

- ✓ Social media shoutout (1x/month)
- ✓ Logo on website Partners page
- ✓ Mention in station newsletter
- ✓ Digital sponsor certificate

FLAME

Active integration

\$75–\$125/mo

- ✓ Everything in Spark, plus:
- ✓ On-air mentions (2x/month)
- ✓ Dedicated Instagram feature post
- ✓ Logo on all sponsor materials
- ✓ Quarterly performance recap

BLAZE

Premier partnership

\$200–\$350/mo

- ✓ Everything in Flame, plus:
- ✓ Weekly on-air mentions
- ✓ Sponsored 2litVybez podcast segment
- ✓ Premium logo placement (all pages)
- ✓ First access to Artist of the Month events
- ✓ Custom co-branded content opportunity

All partnerships require a 3-month minimum commitment. Rates increase at defined audience growth milestones — never arbitrarily — and Founding Partners keep their locked-in rate regardless of future increases.

Let's Build Something.

Reach out and we'll put together a custom proposal scoped to your brand, budget, and goals — no pressure, just a conversation about what makes sense.

info@2litindieradio.com

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