



# Word by Word

Celebrating 10 years of independent  
production of *A Way with Words*

Sponsorship Information

10.5.17

# A Way with Words

is celebrating its 10th year of independent production.

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Join *A Way with Words* co-hosts Martha Barnette and Grant Barrett as we celebrate language, literacy, and leaders whose work promotes better communication and understanding.

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October 5, 2017, 6-9 p.m. at the San Diego Natural History Museum

Tickets and RSVP at [WordByWord.eventbrite.com](http://WordByWord.eventbrite.com)

(619) 906-0012 [events@waywordradio.org](mailto:events@waywordradio.org)

Individual tickets are \$100 and tables of 10 are \$1000

## Honorees

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Business

**Dr. Allen Chan**

Founder and CEO

Jasmine Seafood Restaurant

Education

**Cindy Marten**

Superintendent

San Diego Unified School District

Government

**Dr. Shirley Weber**

Assembly Member

79th District

Journalism

**Jeff Light**

Publisher & Editor in Chief  
The San Diego Union-Tribune

Law

**Mario Conte, J.D.**

Distinguished Practitioner

California Western School of Law

Libraries

**Rob Ray**

Special Collections Division

San Diego State University

Medicine

**Dr. John Carson**

Cardiologist

Nonprofit

**Kathlyn Mead**

CEO

The San Diego Foundation

# Become a Sponsor

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Join us for a special evening with the hosts of San Diego's popular radio show *A Way with Words*, as well as local educators and community leaders being honored before an audience of some 330 public radio listeners and civic-minded San Diegans.

As a sponsor, you'll partner with the beloved radio show *A Way with Words*, which has a devoted fan base both here in San Diego County, and in more than 300 other cities across the country. Sponsorship opportunities include on-air underwriting credits airing in all those cities, as well as social media mentions, a VIP reception, and Event Day materials.

*A Way with Words* is a lively, call-in radio show and podcast about language and how we use it: word origins, slang, regional dialects, linguistic diversity, workplace communications, and the "linguistic heirlooms" that families pass down through the generations. The show is produced by Wayword, Inc., a San Diego 501(c)(3) nonprofit, and distributed to public radio stations, including KPBS, as well as educational institutions across North America. The nonprofit is supported with help from listeners, foundations, and corporate underwriters. All proceeds from this event will help the organization keep producing more episodes and continue serving our listeners.

## Friends of *A Way with Words*

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Betty Willis, Co-chair

Constance Carroll, Co-chair

Jack Beresford

Ignacio De La Torre

Rosemary Downing-Espinal

Joan Houston Hall

Kenneth Lounsbery

Cindy Miles

Eleanor Musick

Betty Peabody

Rana Sampson

Word by Word, held at the beautiful San Diego Natural History Museum in Balboa Park, will be an unforgettable evening of mingling, dinner, and a program that is entertaining, enlightening, and inspiring. We invite you to be a part of it.



Grant Barrett and Martha Barnette, co-hosts of *A Way With Words*

## Title \$25,000

### Materials and Event Day

Top recognition as the Title Sponsor (before and at the event):

- On all recognition slides
- On the program cover and other pages
- Premier table of 10
- Full-page ad in program
- VIP Reception Tickets (10)

### On-Air recognition

6 months of on-air recognition on *A Way With Words* national broadcast and podcast (One 0:12 mention in accordance with FCC regulations during the show, and one 0:05 mention in the closing credits.)

### Social Media

Title Sponsor recognition in *A Way with Words* social media monthly over 6 months (18 total impressions):

- Facebook
- Twitter
- Monthly e-newsletter

## Platinum \$15,000

### Materials and Event Day

Recognition as the Key Sponsor (before and at the event):

- On all recognition slides
- On the program cover and other pages
- Premier table of 10
- Full-page ad in program
- VIP Reception Tickets (8)

### On-Air recognition

3 months of on-air recognition on *A Way With Words* national broadcast and podcast (One 0:12 mention in accordance with FCC regulations during the show, and one 0:05 mention in the closing credits.)

### Social Media

Presenting Sponsor recognition in *A Way with Words* social media monthly over 3 months (9 total impressions):

- Facebook
- Twitter
- Monthly e-newsletter

## Gold \$10,000

### Materials and Event Day

Recognition as Key Sponsor (before and at the event):

- Half-page ad in program
- Premier table of 10
- VIP Reception Tickets(6)

### On-Air recognition

1 month of on-air recognition on *A Way With Words* national broadcast and podcast (One 0:12 mention in accordance with FCC regulations during the show, and one 0:05 mention in the closing credits.)

### Social Media

Sponsor recognition in *A Way with Words* social media (3 impressions each):

- Facebook
- Twitter
- Monthly e-newsletter

## Silver \$5,000

### Materials and Event Day

- Half-page ad in program
- Table of 10
- VIP Reception Tickets (4)

### On-Air recognition

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### Social Media

Sponsor recognition in *A Way with Words* social media (2 impressions each):

- Facebook
- Twitter
- Monthly e-newsletter

## Bronze \$2,500

### Materials and Event Day

- Quarter-page ad in program
- Table of 10
- VIP Reception Tickets (2)

### On-Air recognition

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### Social Media

Sponsor recognition in *A Way with Words* social media (1 impression each):

- Facebook
- Twitter