



Do you have a business in the Raleigh / Durham targeting adults 18 – 49? If so, we are very interested in speaking with you about the details of your company sponsoring our Radio One of Raleigh – HOOP IT UP 3-ON-3 BASKETBALL COMPETITION in July. We are asking that you meet with our HOOP IT UP event planning team to evaluate the offer we would like to make to your business.

Here in Raleigh–Durham, Radio One Inc – group of stations WQOK / WFXC/FXK / WNNL reach a wide range of Triangle residence of all ages through out the central Carolina area covering approximately 30% of the radio listening audience.

Partnering with this event can help your company:

- * Drive sales.
- * Reinforce brand image.
- * Increase awareness of the company's product, brand or service.

Radio One Inc. Raleigh can help your company:

- * Assist you with increasing your share in the market.
- * Drive volume and long-term profitability.
- * Give you exposure in a market your competition is not in.

Contact us this week to discuss a possible sponsorship program plan. Our only intention is to set up a time to call you and discuss ideas to help your business grow. We would like to speak with you soon and we look forward to discussing your level of interest.

Travis Gales, Account Manager

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