The Moth is true stories, told live and without notes. The Moth celebrates the ability of stories to honor both the diversity and commonality of human experience, and to satisfy a vital human need for connection. It seeks to present recognized storytellers among established and emerging writers, performers and artists and to encourage storytelling among communities whose stories often go unheard.

The Moth Radio Hour airs on Saturdays at 2pm on WYSO. It’s one of our most popular weekend programs. That’s why we’re bringing The Moth – LIVE – to the Victoria Theatre on November 12, 2020 at 7:30pm.

When you sponsor The Moth LIVE you will reach 70,000+ engaged, curious people in the Miami Valley. Our listeners believe in supporting local businesses, particularly those that support their favorite radio station.

Why Sponsor The Moth?

This is the audience you cannot afford to miss. Compare WYSO’s audience to any other medium in the area. WYSO reaches the most affluent, highly-educated, and influential audience in the Greater Dayton Region. According to the WYSO Listener Survey one half of respondents have Master’s or Doctoral degrees. More than one third have a household income of $100,000 or more.

WYSO Listener Demographics

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.94%</td>
<td>Are Ages 25-44</td>
</tr>
<tr>
<td>51.47%</td>
<td>Are Ages 45-64</td>
</tr>
<tr>
<td>52.10%</td>
<td>Have a Household Income over 75k</td>
</tr>
<tr>
<td>82.82%</td>
<td>Have a College Degree</td>
</tr>
</tbody>
</table>
20 tickets to event
Opportunity to address crowd at event
Recognition in event program as sponsor with company logo, photo of top level executive, and 35 word bio
Central logo placement on all promotional materials including flyers, e-blasts, signage, event webpage, merch
Business highlighted in all on-air promos
Business mentioned in all social media promotion
Vendor table space in prime location
Business highlighted in all on-air promos – this means your business is thanked nearly 500 times!

10 tickets to event
Recognition in event program as sponsor with company logo, tagline and website address
Logo placement on all promotional materials including flyers, e-blasts, signage, event webpage, merch
Business highlighted in all on-air promos
Vendor table
Business highlighted in half the on-air promos – this means your business is thanked nearly 250 times!