

NEPTUNE RADIO REVENUE DEVELOPMENT CASE STUDY

UNIVERSITY OF WEST ALABAMA



5,000
CITY POPULATION

**DIVISION II
UNIVERSITY**

INTRODUCTION

The University of West Alabama is a small Division II school located in Livingston, Alabama. Director of Student Activities, Jason, needed a lyric-safe music solution for their student union and fitness center, but needed to find a way to offset the price. With the opportunity to sell ads, Jason met with the Revenue Development team at Neptune Radio to find a solution.



THE CHALLENGE

- 1 How to make advertising beneficial to the businesses in Livingston
- 2 Low income community
- 3 Small school

The primary challenge the team at the University of West Alabama had was due to budget constraints. As a small school in a rural area, Jason had to find a way to make up for the cost and not pull much money from his limited budget. Another challenge they faced was that many businesses were already working with the athletic program, and they would need to differentiate the opportunity with Neptune Radio. Gardner's primary challenge was to make sponsorships more than just donations, but truly a partnership and a benefit to the community.

THE APPROACH

Jason Gardner's approach to selling Neptune Radio ads was very much relational rather than transactional. With the athletic program having many large businesses as sponsors, Jason sought out the mom and pop shops to work with. He found ways to serve these businesses and see how the University of West Alabama could come alongside them as a partner for years to come. Offering them something of value in return, such as a tailgate spot to sell their products, he secured his partnerships quickly.

THE RESULT



**UWA covered their
cost of Neptune Radio**

**Jason built meaningful
relationships with businesses
in the community and formed
a partnership**

**Neptune Radio has enhanced
the atmosphere to give
students a D1 experience
at a small school**

**As a result, The University of
West Alabama covered their
cost of Neptune Radio. They
also are providing a unique
experience for their students
and as Jason says, "Giving
them D1 experience at a
smaller school." His advice to
other schools is to be relational
and not sell yourself short
with how much money you
can make. He also gives
the advice, "If we can do it
anybody can do it!"**