



Townsquare Media and Tuscaloosa City Schools Inspiring Excellence Awards



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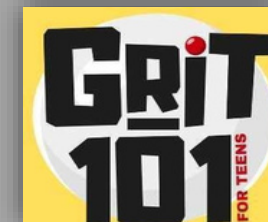
For the past **4 years**, Townsquare Media has presented **3 awards each month** during the school year – September, October, November, December, January , February , March and April!

Students are **recommended by their teachers for displaying good character**. We select a winner from Elementary, Middle and High school levels.

Each student is presented with the award in a school assembly .**Awards are presented by Big Dawg Dre Day from TSM's , 105.1 The Block and Edie Hand of 101.7 The River!**

Each student is profiled in an article published on **all Townsquare Media radio station websites and the Tuscaloosa Thread**.

This sponsorship opportunity is **available for 4 clients** (category exclusive).





***“PROVIDING HOPE & EMPOWERMENT
FOR BETTER TOMORROWS.”***

ABOUT GRIT 101 FOR TEENS

GRIT 101 FOR TEENS is inspired by Edie Hand's successful Women of True Grit program, which encourages women to share their stories of overcoming challenges and the tools they've used to triumph. The program helps women realize they are not alone by hearing others' stories of resilience. Edie uses the metaphor of a pearl: just as a pearl forms inside an oyster from a speck of grit, women who have faced adversity can navigate through life to find beautiful outcomes. Building on this foundation, GRIT 101 expands the message of Women of True Grit to high school and college students, in partnership with the ASF Foundation, Home of the Alabama State Games, and Townsquare Media. In today's fast-paced world, many teens lack the tools to cope with life's challenges, often leading them to feel hopeless and defeated. Skills that were once taught at home are now frequently needed outside the home, as many families rely on two working parents or single parents juggling multiple jobs. GRIT 101 aims to provide hope and empower teens, showing them that they too can live fulfilling lives, regardless of the obstacles they face. Contact ediemaehand@gmail.com or laura.burt@asffoundation.org to become a sponsor and/or bring GRIT 101 FOR TEENS to your middle school, high school, college, or for your community leadership.



SPONSORSHIP INCLUDES:

18 (:15) on-air promos on 101.7 The River ROS 2 times a day/ 7 days a week 6a-12m.

18 (:15) on-air promos on 105.1 The Block ROS 2 times a day/ 7 days a week 6a-12m.

Client logo on the framed Inspiring Excellence Award.

Client mentioned during the student assembly by Dre Day & Edie Hand

Thirty :30 commercials per-month on 105.1 The Block and on 101.7 The River 6am to 11pm

Townsquare Media Tuscaloosa in association with author and public speaker, Edie Hand and Laura Creel Burtwill present a workshop with featured speakers for teens in the West Alabama area, Grit 101.

Workshops focusing on: purity of mind & body, wellness of body and aging, passion and respect, wisdom, courage and trust, grief, finances, happiness, self-esteem-endurance, perseverance, creativity to find better choices, forgiveness, grace and mercy. This free event will include on-site signage, opportunities for branded swag giveaways, and more!

INVESTMENT: \$1,250 per month net *Minimum 8-month commitment

Business Name

Client Authorization

Townsquare Media Representative



Dates:

Sept 1- May 31, 2027

