

The Catalyst Society Sponsorship Levels



Rendering by Minnie Phan

Be Part of Something Lasting. Secure Your Place as a Founding Sponsor Before May 1, 2026.

For questions and more information,
contact sponsorship@kalw.org or call
415-326-3484



Join KALW's Catalyst Society, a new kind of membership program for organizations and businesses who share KALW's vision for a vibrant Bay Area.



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KALW has been a trusted voice in the Bay Area for more than 80 years — uplifting stories, music, and perspectives that reflect the richness of our community. Now, we are building the People's Studio, a dedicated space for collaboration, creativity, and connection. The People's Studio will be based at the Warfield Commons, 988 Market Street.

We invite you to join us in this exciting chapter by becoming a member of the Catalyst Society, a new annual sponsorship program created to spotlight and celebrate the local businesses and organizations that make our region thrive.

By supporting KALW, you are directly investing in free, independent public media while aligning your business or organization with a community that values authenticity, creativity, and civic engagement. Benefits include visibility across our platforms, opportunities to use our space, and networking events.

Entities that pledge before May 1, 2026 will be permanently recognized as Founding Sponsors of the People's Studio. This is a one-time chance to make your mark on KALW's history and future.

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Your Organization. Your Community. Our Reach.

When you partner with KALW, your organization connects with a large, loyal, and engaged Bay Area audience:

- **100,000+ weekly cumulative listeners** on-air
- **142,000 monthly page views** on KALW.org
- **380,000 monthly on-demand listeners** across podcasts and streaming
- **22,000+ e-mail newsletter subscribers**
- **21,000+ social media followers** across platforms

KALW's audience that cares deeply about community, culture, and supporting local organizations — the perfect partners for your business.

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Pledge by May 1, 2026 and your business will be permanently inscribed on a wall as a Founding Sponsor of the People's Studio.

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\$10,000 – Founder

Recognition across KALW platforms:

- On-air thank you + 15 on-air spots.
- Infinite website visibility on KALW.org/catalyst-society.
- On-screen digital impressions at KALW Studio's downtown SF event space.
- Branded digital and print materials provided for your use to identify your business as a proud KALW supporter.
- Mention in 3 KALW Newsletters, 2 emails to People's Studio Founding Donors, 3 dedicated social media posts on LinkedIn, Facebook, and Instagram.
- 4 VIP invites KALW's 85th Birthday Celebration and Grand Opening of the Warfield Commons on Sept 29, including reception and Warfield concert.
- Complimentary use of KALW space to host one company event (Rental fee waived and based on availability, other fees may apply).

Permanent recognition as a Founding Sponsor of the People's Studio (if pledged by May 1, 2026).

\$5,000 – Ambassador

Recognition across KALW platforms:

- On-air thank you + 10 on-air spots
- Infinite website visibility on kalw.org/catalyst-society
- On-screen digital impressions at KALW Studio's downtown SF event space.
- Branded digital and print materials provided for your use to identify your business as a proud KALW supporter.
- Mention in 2 KALW Newsletters, 1 email to People's Studio Founding Donors, 3 dedicated social media posts on LinkedIn, Facebook, and Instagram.
- 2 VIP invites to KALW's 85th Birthday Celebration and Grand Opening of the Warfield Commons on Sept 29, including reception and Warfield concert.

Permanent recognition as a Founding Sponsor of the People's Studio (if pledged by May 1, 2026).

\$2,500 – Patron

Recognition across KALW platforms:

- On-air thank you + 5 on-air spots
- Infinite website visibility on KALW.org/catalyst-society
- On-screen digital impressions at KALW Studio's downtown SF event space.
- Branded digital and print materials provided for your use to identify your business as a proud KALW supporter.
- Mention in 1 KALW Newsletters, 1 email to People's Studio Founding Donors, 3 dedicated social media posts on LinkedIn, Facebook, and Instagram.
- 2 invites to KALW's 85th Birthday Celebration and Grand Opening of the Warfield Commons.

Permanent recognition as a Founding Sponsor of the People's Studio (if pledged by May 1, 2026).