The Catalyst Society Sponsorship Levels

Rendering by Minnie Phan

Be Part of Something Lasting. Join the Catalyst Society.

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

WARFIELD COMMONS

THE NEXT 85

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.

Rendering by Minnie Phan

KALW has been a trusted voice in the Bay Area for 85 years — amplifying stories, music, and perspectives that reflect the richness of our community. Now, we are moving into The People's Studio, KALW's community hub for collaboration, creativity, and connection. The People's Studio is based at the Warfield Commons, 988 Market Street, in San Francisco's Mid-Market Neighborhood.

We invite you to join us in this exciting chapter by becoming a member of the Catalyst Society, KALW's 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.

This is an incredible opportunity to make your mark on KALW's history and the Bay Area's 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
- **120,000 monthly web visot** on KALW.org
- **380,000 monthly on-demand listeners** across podcasts and streaming
- **25,000+ e-mail newsletter subscribers**
- **22,000+ 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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$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.
- Complimentary use of KALW space to host one company event (Rental fee waived and based on availability, other fees may apply).

$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.

$2,500 – 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.

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