



# kpcw

Summer 2025

## Pledge Drive Sponsorship

March 2 - 5, 2026

Become A Sponsor and  
Highlight Your Community Impact!

### Contact

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# Pledge Drive Overview



KPCW's biannual pledge drives are our biggest fundraisers of the year, ensuring the programming and services we provide the community are always available to anyone, anywhere, anytime—always for free.

The funds raised during our pledge drives not only support our public radio mission, but also amplify the voices of our community partners. We invite other local nonprofit organizations to help us fundraise, and in return, can earn free underwriting credits to save marketing dollars down the road.

KPCW also invites local businesses to join as pledge drive sponsors, creating a “win-win-win” model. Nonprofits gain an hour of radio time to promote their work, business sponsors showcase their commitment to the community, and KPCW strengthens its mission to build a more connected and engaged Wasatch Back.

# About KPCW

KPCW is the only not-for-profit source of daily local news and programming serving all residents and visitors to Summit and Wasatch counties. So much more than just our community's local radio station, KPCW is a vital part of daily life for everyone who lives, works, and plays in the Wasatch Back. KPCW relies on the generosity of donors to continue evolving and investing in new services.

## Local News



Delivering timely and trusted updates to keep you informed.

## Programming



Thoughtful shows that reflect the spirit of our community.

## Eclectic Music



Local artists and carefully curated tunes that span genres

## Local Support



Amplifying the voices and causes that matter most.

## HOURLY GOALS

# How It Works

KPCW's pledge drives take place twice a year, Monday through Thursday with live, hour-long segments from 8 AM to 12 PM and 3 PM to 6 PM. Each hour pairs a local nonprofit with a sponsor for a dynamic platform to engage the community.

What sets KPCW's pledge drive apart is its lively format—listeners tune in not just to give, but to enjoy heartfelt stories, donor shout-outs, and special thank-you gifts.

As a sponsor, you'll be part of that energy, sharing the spotlight with a nonprofit partner, showcasing your community commitment, and directly contributing to their ability to earn free underwriting credits. It's a collaborative, high-impact opportunity to connect with listeners and make a meaningful difference in the Wasatch Back.

### Hit the Hourly Fundraising Target

Rally listeners to meet—or exceed—the goal for the hour!

### Keep the Energy Up

Share compelling stories, spark conversations, and give song requests to keep the hour lively and engaging

### Showcase Your Community Impact

Highlight how your business supports KPCW and makes a difference locally

### Support The Nonprofit Partner

Help them earn free underwriting credits by maximizing donations during your hour

# Maximize Your Air Time

A little planning goes a long way. We are here to help you boost engagement, encourage donations, and ensure the nonprofit partner you're paired with has the best chance to maximize the airtime available. Plus, advance planning will make your air time more dynamic and enjoyable!

## Promote Your Participation

Use KPCW's provided marketing assets to let your followers and community know when you'll be on air and how they can support your local radio station.

## Record A Radio Promo

We will help you script a short promotional spot that will before the Pledge Drive to build excitement and awareness.

## Rally Supporters

Personally invite friends and family to donate in advance or call in during your hour. Early momentum energizes the conversation and encourages others to join in!

# Why Sponsor the Pledge Drive?

KPCW listeners are deeply loyal. They support public radio because they believe in our mission. When your brand stands alongside us, our audience sees you not just as a business, but as a committed community partner. Your sponsorship helps you gain credibility, trust, and goodwill simply by supporting what our audience already values.

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**84%**  
of listeners **take action** in response to something they heard on public radio

**72%**  
of listeners hold a more **positive opinion** of companies that support public radio

**68%**  
of listeners prefer to **purchase products** and services from public radio sponsors

**54%**  
of listeners consider public radio sponsors to be **more credible** than advertisers on commercial radio stations

# Our Listeners

## Connected. Informed. Inspired.

Showcase your community leadership by aligning your brand with local journalism, public media, and our loyal audience. Place your brand's message in an uncluttered environment where your message is not only heard, it resonates.

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### INVOLVED

101% more likely to be  
a member of a  
charitable  
organization

### EDUCATED

94% more likely to  
have a Bachelor's  
degree or higher

### INFLUENTIAL

70% more likely to be  
in Top Management at  
a company

### ATTENTIVE

64% are more  
attentive when  
listening to NPR than  
when watching TV\*



### AFFLUENT

34% more likely to  
have a HHI of \$100K+

### CURIOS

23% more likely to  
own a passport

### ACTIVE

78% more likely to go  
cross-country skiing

Sources: MRI-Simmons Doublebase Fall 2023; NPR State of Sponsorship Survey, June 2023

\*Kantar Research, NPR Sponsorship Survey Jan 2019

# Expand Your Reach

Whether sponsoring an individual hour or the entire week, Sponsors are recognized across our broadcasts, website, and social media, reaching over 80,000 residents and visitors.



**130,000**  
Average Monthly  
Users on  
KPCW.org



**20,000**  
Facebook and  
Instagram  
followers



**6,300**  
The Local and  
newsletter  
subscribers



**781**  
Average Summer  
Pledge Drive  
Donor Count



**650**  
Major donor  
"Broadcasters  
Club" members



**130**  
Average Unique  
Donor Zip Codes

# Full Week Sponsor

\$15,000

Contribute to the success of KPCW  
and **24 nonprofit partners**

## Air Time

- Interview on one of KPCW's weekday public affairs shows
- 5 on-air mentions during Local News Hour and/or The Local View
- 6 promotional spots aired ahead of the Pledge Drive
- On-air opportunities live in the studio with other nonprofits

## Marketing & Media

- Recognition on paid Meta ad
- Recognition in Neighbors magazine and Park Record ads
- \$750 in on-air/digital underwriting credits
- Recognition in The Local 8x
- Featured in one 30-second video, one Full Week Sponsor post, and inclusion in one all-sponsor post on social media
- Recognition in KPCW's newsletters
- Recognition in the Pledge Drive impact report
- Logo and link to website displayed on KPCW's Pledge Drive webpage

## Event

- Opportunity for customizable on-site activation at Skate Your Groove Thing
- Opportunity to participate in announcements at Skate Your Groove Thing
- Recognition on a banner at Skate Your Groove Thing, plus the opportunity to distribute marketing materials to attendees (stickers, small swag, brochures, ect.)

# Full Day Sponsor

Contribute to the success of KPCW  
and 7 nonprofit partners

\$7,500

## Air Time

- Interview on one of KPCW's weekday public affairs shows
- 2 on-air mentions during Local News Hour and/or The Local View
- 2 promotional spots aired ahead of the Pledge Drive
- On-air opportunities live in the studio with other nonprofits

## Marketing & Media

- Recognition in Neighbors magazine and Park Record ads
- \$500 in on-air/digital underwriting credits
- Recognition in The Local 5x
- Featured in one 30-second video, one Day Sponsors post, and inclusion in one all-sponsor post on social media
- Recognition in KPCW's newsletters
- Recognition in the Pledge Drive impact report
- Logo and link to website displayed on KPCW's Pledge Drive webpage

## Event

- Opportunity for event activation in 8' x 8' on-site event footprint at Skate Your Groove Thing
- Thanked during announcements at Skate Your Groove Thing
- Recognition on a banner at Skate Your Groove Thing, plus the opportunity to provide giveaway items to attendees

# Morning or Afternoon Sponsor

Contribute to the success of KPCW  
and up to 4 nonprofit partners

\$5,000

## Air Time

- 1 on-air mention during Local News Hour and/or The Local View
- 1 promotional spot aired ahead of the Pledge Drive
- On-air opportunities live in the studio with other nonprofits

## Marketing & Media

- \$350 in on-air underwriting credits
- Recognition in The Local 3x
- Featured in one Morning/Afternoon Sponsors post and inclusion in one all-sponsor post on social media
- Recognition in KPCW's August and September newsletters
- Recognition in the Pledge Drive impact report
- Logo and link to website displayed on KPCW's Pledge Drive webpage

## Event

- Thanked during announcements at Skate Your Groove Thing
- Recognition on a banner at Skate Your Groove Thing

## Hour Sponsor

Contribute to the success of KPCW  
and 1 nonprofit partner

\$2,500

### Air Time

- 1 promotional spot aired ahead of the Pledge Drive
- Opportunity to join one designated hour live in the studio

### Marketing & Media

- Recognized in The Local 2x
- Featured in one all-sponsor post on social media
- Recognition in KPCW's August and September newsletters
- Recognition in the Pledge Drive impact report
- Logo and link to website displayed on KPCW's Pledge Drive webpage

### Event

- Recognition on a banner at Skate Your Groove Thing

# Thank you!

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## Contact

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