SPONSORSHIP OPPORTUNITIES

KSMU Corporate Support
417-836-5878
www.ksmu.org/corporate-support

OPT Corporate Support
417-836-3500
www.optv.org/support-opt/corporate-support
LOCAL VALUE & A WISE INVESTMENT
Ozarks Public Broadcasting, comprised of KSMU Radio and Ozarks Public Television, informs, entertains, and inspires audiences across the Ozarks. We are a source for news and information, a safe place for families, and a platform for the exchange of ideas. Through both local content and national programming, we are proud to serve our entire community.

**npr**

- NPR ranks #1 in being “credible” and “honest,” rising above the major television and cable news networks and media outlets, including The New York Times, MSNBC, and Fox News in both categories.
- NPR’s Morning Edition and All Things Considered are consistently among the most-listened-to news radio shows in America.*

**PBS**

- PBS ranks #1 in public trust for 18 consecutive years among nationally known institutions, including commercial TV networks.†
- PBS sponsors benefit from high expectations when compared to other networks with 76% agreeing that sponsors are committed to quality and excellence.++
- Viewers pay full attention when watching PBS programming – 51% vs. 37% watching network TV.++

**KSMU Radio**
- Springfield 91.1 FM
- Branson 90.5 FM
- Mountain Grove 88.7 FM
- West Plains 90.3 FM
- Joplin 98.9 FM
- Neosho 103.7 FM

40K+ unique weekly listeners

**Ozarks Public Television**
- KOZK channel 21 in Springfield
- KOJZ channel 26 in Joplin
- Digital services including 24/7 OPT PBS KIDS Channel, OPT Create, and OPT WORLD Channel

579,240 households viewing in Southwest Missouri, Northwest Arkansas, Southeast Kansas and Northeast Oklahoma

BENEFITS TO BECOMING AN UNDERWRITER

- Your message stands out in our uncluttered environment.
- You are associated with the highest quality programming.
- Your message reaches a highly desirable audience.
- You are linked with the valued NPR and PBS brands.

Reach your target audience with brief, direct messaging which may include:

- Logos or slogans that identify and do not promote
- Value neutral descriptions of a product line or service
- Brand and trade names and product or service listing
- Location information and web address

*E-Score Brand, E-Poll Market Research, 2018
**Nielsen Audio Nationwide, Fall 2020, Persons 12+, M-Su, Midnight to Midnight
+Marketing and Research Resources Inc. (MM&R) January 2021.
++PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015.
KSMU RADIO OPPORTUNITIES

UNDERWRITING SPOTS
Net-to-station per spot rates range from $18 to $30. Orders for 260 spots or more qualify for a discount. Three-year contracts receive an additional five percent discount. On-air underwriters receive a listing and link on ksmu.org.

PLEDGE DRIVES
Businesses can receive on-air and digital recognition by donating products for use as pledge incentives or food/beverages for our pledge drive volunteers, and/or by offering challenge or matching grants to encourage pledge participation.

SENSE OF COMMUNITY
One of our most popular local programs, Sense of Community generates phenomenal listener response and engagement. KSMU news reporting takes an in-depth look at community issues and their potential effects on our area through the lenses of the arts, business, civic engagement, education, health, and science.

Sponsors receive 748 spots/promos/series announcements for $9,000. Partners who “add on” OPT Sense of Community sponsorship for an additional $2,000 receive 87 spots/promos/recognitions.

KSMU ONLINE SPONSORSHIP
With more than 90,000 average monthly page views, the KSMU website is a great complement to your on-air messaging. Digital sponsorship opportunities range from $150 to $400 per month.
OZARKS PUBLIC TELEVISION OPPORTUNITIES

OPT HD MAIN CHANNEL UNDERWRITING
Net-to-station per spot rates range from $35 to $70. Spots are 20 seconds in length and production is included. Orders for 104 spots or more qualify for a discount. Three-year contracts receive an additional five percent discount. Underwriters receive a listing and link on optv.org and in the monthly OPT Program Guide.

OPT CREATE
Our lifestyle channel for cooking, arts & crafts, gardening, home improvement, travel, and other interests. Receive 2,920 spots per year (8 per day) for $3,000*. Spots are 30 seconds and production is included. Underwriters receive a listing and link on optv.org and in the monthly OPT Program Guide.

*One-year contract is required.
Package subject to change after one year, based on inventory.

OPT DOCUMENTARIES
Be a part of preserving local history and sharing the unique stories of our region through documentary sponsorship. Each year we produce two feature documentaries that highlight the fascinating people, places, and events that are distinctive of the Ozarks and explore their regional and national impact.

Sponsorship opportunities are available at $3,000, $5,000, and $10,000 and include on-air, print, and web recognition, flexible underwriting spot scheduling that includes production, and complimentary program DVDs. Underwriters receive a listing and link on optv.org and in the monthly OPT Program Guide.

WINE & FOOD CELEBRATION
Our fall signature event, the Wine & Food Celebration, is filled with food, drinks, and fun, all to support OPT’s children’s programming. Guests enjoy food samples from the area’s best restaurants, as well as wine from all over the world, craft beer, cocktails from an elite list of vendors, live entertainment and more.

Sponsorships range from $2,500 to $10,000 and include a variety of benefits ranging from tickets to multiplatform event recognition/branding and on-air spots.
SEUSS SCIENCE DAY
Our signature children's event, Seuss Science Day, encourages kids to explore the world around them. Based on the popular PBS KIDS series, The Cat in the Hat Knows a Lot About That!, the event is designed to help young children with literacy and core science skills to prepare them for success in school – while taking them on Seussian adventures that inspire their curiosity. Seuss Science Day typically attracts 1,200+ attendees from across Southwest Missouri and Northern Arkansas. **Sponsorships: $1,000 - $10,000**
Includes on-air elements and engagement opportunities

EXPLORE THE OUTDOORS
Each spring, Ozarks Public Television celebrates nature by encouraging kids across the Ozarks to Explore the Outdoors. Activities can range from events at the local zoo and nature center to learning-based play at the annual Community Wide Play Day. Families can also access special PBS nature-themed programming and downloadable activities for the home, classroom, and backyard. **Sponsorship: $2,500**
Includes on-air elements and engagement opportunities

OPT PBS KIDS WRITERS CONTEST
This annual event invites Ozarks area children in kindergarten through third grade to write, illustrate, and submit original stories. Winners are honored at a banquet complete with pizza and prizes. Winning stories are featured online, recognized on-air, and included in a public gallery showing. **Sponsorship: $2,500**
Includes on-air elements and engagement opportunities

OPT PBS KIDS 24/7 CHANNEL
Year after year, parents rate PBS KIDS as the most educational media brand, the best network for preparing children for success in school, and the most trusted and safe source for kids to watch television and play digital games and apps. Receive 2,920 spots per year (8 per day) for $3,000.* Spots are 20 seconds and production is included. Underwriters receive a listing and link on optv.org and in the monthly OPT Program Guide.

*One-year contract is required. Package subject to change after one year based on inventory.