



## 2023 KPCW PLEDGE DRIVE SPONSORS

### Winter Pledge Drive: March 6-9, 2023

KPCW is the only nonprofit source of daily local news and programming across all of Summit and Wasatch counties. We strive to be an anchor in the community that listens deeply, surfaces untold stories, and presents fact-based information to build awareness, empathy, and engagement with the diverse constituencies we serve. And a key pillar of our mission is to help all area nonprofits thrive by showcasing the great work they do and sharing our broadcast and communication platforms with them all year long.

As a public media outlet, KPCW relies on donor support to deliver daily news, information, and entertainment 365 days of the year. Twice a year, we ask the community to show their #kpcwlove during our summer and winter pledge drives. We invite local nonprofits and businesses to join us on-air to share why they value KPCW and encourage listeners to support this community station.

We hope you will consider joining us as a sponsor of the upcoming Winter Pledge Drive, which will take place **March 6-9, 2023**.

#### Why sponsor the KPCW Pledge Drive?

- As a pledge drive sponsor, you will share an hour on air with a local nonprofit and highlight your strong support for both KPCW and your nonprofit partner. While the primary goal is to raise money for KPCW, your sponsorship also helps the nonprofit in studio with you earn free underwriting credit to use throughout the year, thereby multiplying the community impact of your donation to KPCW.
- Your business/organization will be recognized on air and online as a sponsor. KPCW's radio broadcast signal covers all of Summit and Wasatch Counties, with more than 90,000 full and part-time residents and daily visitors. And as we evolve into a multi-platform media outlet, KPCW reaches audiences well beyond our radio signal. Locals and visitors stream KPCW online and via the KPCW mobile app to stay connected to what's happening in the Wasatch Back, with streaming now averaging more than 40,000 listeners per month, up from our 2022 average of 25,000. In terms of social media reach, KPCW has more than 8,700 Facebook followers, 4,700 Instagram followers, and nearly 4,000 Twitter followers.
- Unlike other media markets where listeners tune out during public radio pledge drives, KPCW listeners tune IN all week because they want to hear from our pledge partners and the unique messages they read on air from donors. They also know they get great "thank you" premiums from KPCW and local businesses for their donations so we have an extremely engaged audience during pledge weeks.
- In addition to the time you get on air, as a sponsor your name and logo will be featured on our pledge drive webpage and in marketing emails and social media. Sponsorship benefits include:

Benefits	Platinum Level \$5,000	Gold Level \$2,500	Silver Level \$1,500	Bronze Level \$1,000
Pre-recorded promo spot to air in weeks leading up to pledge drive	Your promo spot will air 3 x per week	Your promo spot will air 2 x per week	Your promo spot will air 1 x per week	Your promo spot will air 1 x per week
On-air "Live" mentions leading up to pledge drive	Renai Bodley Miller will preview and thank Platinum sponsors on air during Morning News Hour and Local View	Renai Bodley Miller will preview and thank Gold sponsors on air during Morning News Hour and Local View		
Website Listing	Your name/URL will be listed on KPCW's pledge drive page	Your name/URL will be listed on KPCW's pledge drive page	Your name will be listed on KPCW's pledge drive page	Your name will be listed on KPCW's pledge drive page
<i>The Local</i> Over 5,000 recipients	Your name/logo appears 10 times in <i>The Local</i> as a Platinum sponsor	Your name/logo appears 5 times in <i>The Local</i> as a Gold sponsor	Your name appears 3 times in <i>The Local</i> as a Silver sponsor	Your name appears 2 times in <i>The Local</i> as a Bronze sponsor
KPCW eBlasts Approx. 3 eBlasts sent to 5,800+ recipients	Your logo listed at top as a Platinum sponsor	Your logo listed as a Gold sponsor	Your logo listed as a Silver sponsor	Your logo listed as a Bronze sponsor

**PLEASE NOTE:**

Pledge Drive sponsorships are made in the form of a tax-deductible donation to KPCW. You will receive an invoice upon confirmation of sponsorship level and payments can be made online or by check. **Payments are due before March 6, 2023.**

**Sponsorship payments must be made before logos/names can be included in KPCW communications and before you go on air during pledge drive.**

**How is the KPCW Pledge Drive organized and who is in studio?**

On-air pledge hours run from 8 AM–12 PM and 3 PM–6 PM Monday through Thursday. We pair each nonprofit with a sponsor for each hour — that's where YOU come in. We try to align each nonprofit with a business or private donor that has shared values or goals and is a supporter of both KPCW and the nonprofit in studio with them.

We can accommodate **up to 4 guests in studio at a time**, which includes at least one representative from the nonprofit in studio throughout the hour. A KPCW staff member will be in studio to facilitate the on-air conversation and keep the hour on track.

## What will happen during your hour?

Each hour of the pledge drive is a little different and there's no guarantee of what will happen with live radio, but here is generally how it goes:

- The nonprofit representatives will introduce themselves and talk about the mission of their organization and their relationship with KPCW.
- The sponsor will introduce themselves and talk about what they do, within *FCC guidelines (attached)*, and highlight their support for KPCW and the nonprofit in studio with them.
- KPCW staff will talk about the different premiums and give calling/pledging instructions.
- Everyone will read on-air "thank you's" to those who donate during the hour as the calls/online donations come in. This is what makes the hours so fun, so having some friends/supporters ready to donate during YOUR hour is tremendously helpful and brings great energy to the hour.
- Some KPCW business as usual, such as NPR news, traffic and weather reports, Lost & Found, local news, music. If you have favorite songs you want played during your hour, KPCW staff can put together a great playlist for you to inspire giving and keep the energy level high.

## What does KPCW do to help maximize your experience?

- In February, we invite you to record a promotional spot that will air before your hour of the pledge drive on a schedule determined by your sponsorship level.
- KPCW will provide marketing assets that you can use in emails or post on your social media channels to promote your hour as easily and effectively as possible. KPCW can also provide a personalized Pre-Pledge form a few weeks before the pledge drive that you can share with your friends, clients, supporters, etc.
- We'll encourage you to line up at least 10 people who have pre-pledged or are ready to call in as soon as your hour starts. The dollar amount doesn't matter, it just helps to have the phones ringing or pledges to read to get your hour off to a great start!

**IMPORTANT: Funds raised during KPCW Pledge Drives go to KPCW for public radio programming and operations. Sponsorships are made in the form of a charitable donation to KPCW. Nonprofits that participate do not receive donations unless they arrange a Matching Grant for their hour. If you are interested in raising funds for another organization during the pledge drive, please discuss the Matching Grant option with KPCW.**

We want this to be a rewarding and fun experience for all and we thank you for joining us!  
Questions? Contact Sarah Ervin at [sarah@kpcw.org](mailto:sarah@kpcw.org) or (435) 649-9004, ext. 1010



## FCC GUIDELINES for NON-COMMERCIAL RADIO

91.7 | 91.9 | 88.1 | APP | .ORG 

KPCW is a public radio station and must follow a different set of regulations from commercial stations. These guidelines are set by the Federal Communications Commission (FCC) and have helped to shape the sound and volume of public radio. Listeners of public radio and KPCW value sponsors more because of this difference.

**FCC delivers serious fines:** In February 2018, the FCC's Enforcement Bureau affirmed a \$115,000 underwriting fine imposed on a non-commercial station KNAI in Phoenix, Arizona and KUFW in Woodlake, California. Among the violations, the spots contained promotional language of products and services and contained qualitative descriptions and comparative language, pricing information and calls to action.

**KPCW reserves the right to request a change in copy as new information and interpretations of FCC rules are learned and shared with public radio stations. All copy needs to be approved prior to production.**

### FCC/KPCW Requirements

#### **Must Contain:**

- Include the name of the organization or individual making the contribution.
- Mention that the business/organization/individual supports KPCW
- How long you have been in business
- Value-neutral language

#### **May Contain:**

- Phone, website and/or email address
- Up to three items or services offered by the business

#### **May Not Contain:**

- Call to action; i.e., “call” “stop by”, “email us”, “visit”, or phrases prompting action such as “you” and “your”
- Inducements to act; i.e., “while supplies last”, “limited offer”
- References to price; i.e., “free”, “discount”, “complimentary”, “coupon”
- Qualitative/Quantitative or comparative language or claims; i.e., “best”, “greatest”, “most reliable”, “oldest”, “largest”, “highest”.
- Overstated or subjective language; i.e., “fun-filled”, “enjoyable”, “professional”
- Endorsements or testimonials; i.e., “recommended by New York Times”
- Credentials; i.e., “Board Certified”, “Award winning”
- Promotional language or comparative language that makes your product/service appear to be better than your competitor. Must be facts not opinions.
- Other for-profit businesses by name
- Music or sound effects
- Promotional slogans unless registered trademarked or consistent use for over two years.