



kpcw

Summer 2025

Pledge Drive Sponsorship

September 8 – 11, 2025

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.



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.

HOURLY GOALS

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 be played 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.

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.

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+

CURIOUS

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
- First pick of joining any undesignated hour live in the studio

Marketing & Media

- Recognition on a Save The Date mailed to over 1,000 households
- 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 August and September newsletters
- Recognition in the Pledge Drive impact report
- Logo and link to website displayed on KPCW's Pledge Drive webpage

Event

- Six passes to the Back Alley Bash VIP tent with KPCW's Broadcasters Club
- Opportunity for customizable on-site activation at Back Alley Bash
- Opportunity to participate in on-stage speech at Back Alley Bash
- Recognition on a banner at Back Alley Bash, plus the opportunity to distribute giveaway items to attendees

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
- Second pick of joining undesignated hours live in the studio

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 August and September 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 10' x 10' on-site event footprint at Back Alley Bash
- Thanked on-stage at Back Alley Bash
- Recognition on a banner at Back Alley Bash, 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
- Third pick of joining undesignated hours live in the studio

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 on-stage at Back Alley Bash
- Recognition on a banner at Back Alley Bash

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 Back Alley Bash

Thank you!

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