KUER 90.1 CHALLENGE GRANT SPONSORSHIP

Challenge Grants are used to encourage financial support from listeners during on-air fund drives. As a sponsor, your organization is not only making a financial committment to KUER, but also serving in the role of a responsible leader who supports cultural, educational and informative programming.

2017 FUND DRIVES

Challenge will be issued at 6:30 am and used until 6:30 pm on the designated day, reaching both peak and non-peak listeners.

DAY

Monday, Day 1 Tuesday, Day 2 Wednesday, Day 3 Thursday, Day 4 Friday, Day 5

Kick Off Day
New Sustainer Day
New Donor Day
Penultimate Day
Final Day

SUGGESTED

\$3,500 - \$5,000)
\$5,000)
\$5,000)
\$5,000 - \$7,500)
\$5,000 - \$10,000)

professional listeners.

BENEFITS:

Exposure during popular on-air listening times, as well as promotion on social media, www.kuer.org and e-newsletters
THE HALO EFFECT: Independent audience research* indictates that American consumers are more inclined to purchase from businesses
Association with the premier public radio programming in Utah.

and contribute to organizations that support public radio; consumers consider these businesses in high esteem.

*Source: Jacobs Media

Additional Opportunities:

Social Good Sponsor = \$10,000

Each drive, KUER highlights a nonprofit committed to improving our community. In lieu of a traditional thank you gift, donors can choose the highlighted nonprofit to receive a gift as previously designated by KUER.

• Overall Goal Sponsor = \$10,000 - \$20,000

Inspire listeners to reach the overall fund drive goal while receiving on-air exposure every day of the drive.



Please contact KUER's underwriting team for more details. Call Ja'Naye Payne at (801) 581-3227

or email her at jpayne@kuer.org