

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 commitment to KUER, but also serving in the role of a responsible leader who supports cultural, educational and informative programming.

2016 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		SUGGESTED
Monday, Day 1	• Kick Off Day	• \$3,500 - \$5,000
Tuesday, Day 2	• New Sustainer Day	• \$5,000
Wednesday, Day 3	• New Donor Day	• \$5,000
Thursday, Day 4	• Penultimate Day	• \$5,000 - \$7,500
Friday, Day 5	• Final Day	• \$5,000 - \$10,000

BENEFITS:

Exposure during popular on-air listening times, as well as promotion on social media, www.kuer.org and e-newsletters

Association with the premier public radio programming in Utah.

THE HALO EFFECT: Independent audience research* indicates that American consumers are more inclined to purchase from businesses and contribute to organizations that support public radio; consumers consider these businesses in high esteem.

Reach targeted audiences of affluent, educated and professional listeners.

*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.

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or email her at jpayne@kuer.org