



Community Radio for the Gunnison Valley





What is **KBUT**?

our **MISSION**

KBUT Community Radio exists to enrich and unify the Gunnison Valley through *information, entertainment and community involvement.*

our **VALUES**

KBUT Community Radio provides a non-commercial medium to our listening population and business partners that respects and strengthens the diverse fabric of our community.

Broadcasting since 1986, KBUT is the Gunnison Valley's Community Radio Station. We offer diverse on-air programs, volunteer opportunities for community members, and ongoing support for the area's nonprofit organizations, educational institutions, and musicians and artists.

KBUT provides timely information about local news, weather, arts and culture, political issues, recreation, the environment and emergency information. KBUT also provides a vital link to national and international news as an NPR Member Station. We also strive to represent the diversity of lifestyles and attitudes found in Gunnison County.

KBUT *thrives because of the hard work and dedication of the community.*



our STAFF

JACKSON PETITO
Executive Director

CHRISTOPHER BIDDLE
News Director

KELLEY DOLE
Program Director

KT FOLZ
Events Director

KATE GEINAPP
Morning Edition Host & Reporter

ALEC LINDEMAN
Membership & Music Director

TYLER LUCAS
Director of Development & Underwriting



More than
60 Volunteer
DJs program
eclectic music



More than
650 Members
contribute to
our success



More than
100 volunteers
work at events
and around the
station



More than
1700 people
attended a
KBUT event last
year



An estimated
65% of the
population of
the Gunnison
Valley tunes in
to KBUT on a
weekly basis

our BOARD of DIRECTORS

ANDRIS ZOBS, President
JACK LUCIDO, Vice President
TYSON ROGERS, Secretary
ROB ZILLIOUX, Treasurer
DAN BAYNES
AUTUMN CLARK
DAVE COLUCCI
KYLE RYAN
BRYAN WICKENHAUSER



KBUT broadcasts at

90.3 FM in Crested Butte **88.7 FM** in Gunnison **94.9 FM** in Almont **KBUT.ORG** streaming worldwide

Signature EVENTS



Disco Inferno 2022



DISCO INFERNO

Disco Inferno (formerly Soul Train) is the Dance Party of the Year in the Gunnison Valley. For more than 20 years, it's a celebration of the diverse Disco and Soul culture of the 1970s. Attendees dress in their best disco attire: bell bottoms, wigs, groovy tights, and colorful shades. KBUT DJ Lunch Lady Laura serves up a mix of classic music, and the dance floor gets hot all night long.

"Queen and King of Disco" Title Sponsorship \$1,000

- 6 complimentary tickets
- Mentions as Title Sponsor during on-air promotions: 3 x daily for 2 weeks, 42 total
- Exclusive social media promotions and recognition on KBUT.org
- High resolution logo displayed on screens throughout the venue
- On-stage verbal thank you and recognition during event
- On air thank you after event: 3 x per day, 3 days
- Thank you mentions on-air and in newspapers after event

"Don Cornelius" Gold Sponsorship \$500

- 4 complimentary tickets
- Mentions during on-air promotions: 1 x daily for 2 weeks, 14 total mentions
- High resolution logo displayed on screens throughout the venue
- On-stage verbal thank you and recognition during event
- Thank you mentions on-air and in newspapers after event

"Disco Stu" Silver Sponsorship \$250

- 2 complimentary tickets
- High resolution logo displayed on screens throughout the venue
- On-stage verbal thank you and recognition during event
- Thank you mentions on-air and in newspapers after event

Where will Disco Inferno take you, baby?



KBUT Fish Fry



FRIDAY NIGHT FISH FRY

“Yeah You Right Gunnison Valley!”
The Friday Night Fish Fry is a more than 20 year old community tradition. Born from DJ Andrew Hadley’s show of the same name, the Fish Fry celebrates New Orleans culture outdoors in summertime Crested Butte. It features a 500 person picnic of the most delicious Cajun-style fish fry dinner and libations, served up with some hot music from Louisiana. Dinner includes fried Catfish, Crawfish, Coleslaw, Cornbread, Red Beans and Rice with Andouille sausage, Beignets, and dessert.

“Big Chief” Title Sponsorship \$1500

- 8 Complimentary tickets
- Mentions as Title Sponsor during on-air promotions: 3 x daily for 2 weeks, 42 total
- Large logo on banner at event
- Exclusive social media promotions and website recognition
- Thank you mentions on-air and in newspapers after event

“The Captain” Gold Sponsorship \$500

- 4 Complimentary tickets to the event
- Mentions during on-air promotions: 1 x daily for 2 weeks, 14 total mentions, 1 x daily for 2 weeks, 14 total mentions
- Medium logo and banner at event
- Thank you mentions on-air and in newspapers after event

“First Mate” Silver Sponsorship \$250

- 2 Complimentary tickets to the event
- Small logo on banner at event
- Thank you mentions on-air and in newspapers after event

Laissez les bon temps rouler!

Signature EVENTS



KBUT Kampout 2022



KBUT KAMPOUT

Since 2013, the KBUT Kampout is KBUT's signature weekend music festival hosted at the I Bar Ranch in Gunnison, Colorado. Thousands of music lovers come out to dance and celebrate with multiple bands on two stages, a huge bonfire, and camping in the field. KBUT knows music, and you can always count on a great line up of bands. The Kampout has featured artists such as Leftover Salmon, The Sweet Lillies, Monophonics, Sunsquabi, Shamaar Allen, Naive Melodies, Easy Jim, and more.

"Kampground Host" Title Sponsorship \$5000

- 12 complimentary VIP passes and complimentary RV on site
- Mentions as Title Sponsor during on-air promotions: 3 x daily for 2 weeks, 42 total
- Exclusive social media promotions and recognition on KBUT.org
- Large logo on banner at event, center stage
- Thank you mentions on-air and in newspapers after event

"Kampground Director" Gold Sponsorship \$2500

- 8 Complimentary VIP tickets to the event and complimentary RV on site
- Mentions during on-air promotions: 1 x daily for 2 weeks, 14 total
- Large logo on banner at event
- Thank you mentions on-air and in newspapers after event

"Kamp Counselor" Silver Sponsorship \$1000

- 6 complimentary Under Roof passes
- Mentions during on-air promotions: 1 x daily for 2 weeks, 14 total
- Medium logo on banner at event
- Thank you mentions on-air and in newspapers after event

"Distinguished Kamper" Bronze Sponsorship \$500

- 4 complimentary GA passes
- Mentions during on-air promotions: 1 x daily for 2 weeks, 14 total
- Small logo on banner at event
- Thank you mentions on-air and in newspapers after event



KBUT Yurt Bingo



KBUT BINGO

Local's know that KBUT BINGO is anything but a boring time, and it most certainly includes spontaneous socials and dance breaks. KBUT hosts BINGO events at locations across the Gunnison Valley, sometimes in the heart of off-season. BINGO themed nights include to Santa's BINGO, Kid's Pajama-BINGO, and ski-to BINGO at the Magic Meadows Yurt.

BINGO happens spontaneously.
Call or email for the latest BINGO sponsorship opportunities.

This ain't your grandma's bingo!



“81% of public radio listeners indicate their opinion of a company is enhanced when they hear that company named as a contributor. 70% of public radio listeners say that a company’s support of public radio positively influences their buying decisions”

- The Benchmark Company

WHAT is underwriting?

Underwriting is when a business or individual contributes to KBUT Community Radio to support on-air programming. In exchange for this contribution the underwriter receives an on air acknowledgement of their support.

Underwriting is a smart and affordable use of marketing dollars for awareness and public positioning for your organization, and a great way to support the community.

When you support public broadcasting, you are sustaining a cultural institution that provides a valuable service, and you are reaching the most well-informed, engaged, and active members of our community.

UNDERWRITING RATES

BASIC UNDERWRITING

\$115 / month

3 basic mentions per week aired during local music shows. Name, address, and telephone number only. 12 spots per month.

ENHANCED UNDERWRITING

\$125 / month

3 enhanced mentions per week aired during local music shows. Enhanced mentions include up to a 40-word description. 12 spots per month.

NPR SYNDICATED UNDERWRITING

\$155 / month

4 mentions per week (15 seconds) aired during Nationally Syndicated Programming such as Morning Edition, All Things Considered, Radio Lab, Wait Wait Don't Tell Me, and eTown. 16 spots per month.

DAILY FEATURE UNDERWRITING

\$240 / month

7 enhanced mentions per week following featured programs such as the Newscast, Weather, Avalanche Report, river report, Pet Patrol, Lost & Found, and Ride Line; or a combination of NPR and local music programming. 28 spots per month.

EVENT UNDERWRITING: Get the word out about your event!

Weekly

3 enhanced mentions per day. 21 spots per week

\$325

A La Carte

Single enhanced mentions

\$150 minimum

All of the above options subject to availability.

Minimum contract is 4 consecutive months. (exception - Event Underwriting)

Long-term contract bonus: all contracts of 12 months or longer paid in advance will receive a 10% discount.

Membership Drive

Business Challenge Matches

KBUT's Membership Drives happen in the Winter and Summer. During that time we raise funds from individuals in the community to join us as members in supporting community radio in the Gunnison Valley.

Your business has an opportunity to be featured as a matching gift for our Early Bird donors. Early Bird donations help us kick off the drive with momentum and ultimately increase membership throughout the drive.

KBUT invites your business to get behind the Drives with an Early Bird Matching Gift. A challenge donation of \$1000 towards our Early Bird campaign will help KBUT succeed, and your business will receive the following mentions on the air and in our direct mailer:

12-15 mentions per day (recorded promos and live reads)

6 email appeals to a list of 1800+ KBUT members

8 social media posts

1 direct mailer to 50+ selected donors



Local, Listener-Supported Public Radio



Community Radio for the Gunnison Valley

Contact

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