

*Sponsorship Opportunities*

**K B U T**

**COMMUNITY RADIO FOR THE GUNNISON VALLEY**





## **KBUT** *Thrives because of the hard work and dedication of the community*

KBUT is deeply connected to the Gunnison Valley community - we know the people, the issues and the history. KBUT broadcasts 24 hours a day, seven days a week and is the most reliable source for timely information about local news, weather, arts and culture, political issues, recreation, the environment and emergency information.

## *Our mission*

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

## *We value*

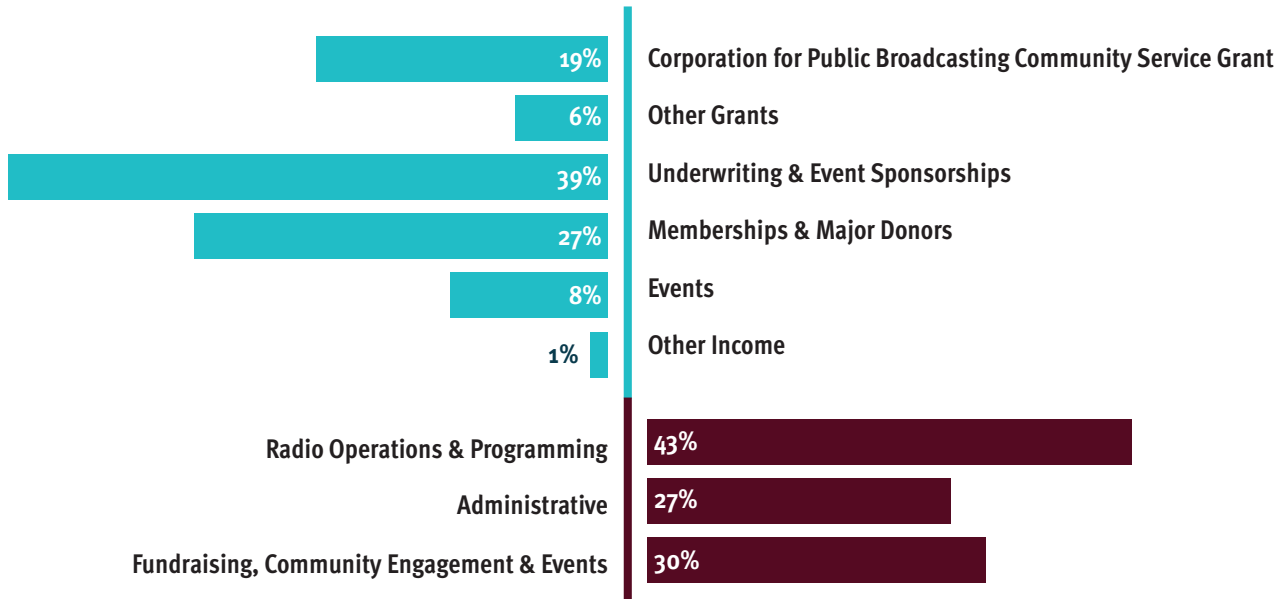
- Bringing our community together** to support inclusivity and preserving our heritage.
- Nurturing creative expression** that represents who we are.
- Serving** as a central hub for information, news, and entertainment.
- Stewardship and preservation** of the unique culture of the Gunnison Valley.
- Providing equal access** to the opportunities of public radio to all residents and visitors.
- Offering an integral service that **creates fun and joy for our community.**



# FINANCIALS

KBUT's Annual Budget is \$658,900 (graphic based on 2022 fiscal year)

## Income



## Expenses

## Staff

- Jackson Petito *Executive Director*
- Kelley Dole *Program Director & DJ Coordinator*
- KT Folz *Events Director*
- Kate Gienapp *News Director*
- Tyler Lucas *Director of Development & Underwriting*
- Courtney Welsh *Development Coordinator*

## Board of Directors

- JC Barber
- Daniel Bostick
- Chris Coady
- Dave Colucci
- Shane Hewitt
- Mike Loperfido
- TJ McIntyre
- Dylan McKnight
- Laura Silva

## Our reach



60+ Volunteer DJs program eclectic music



650+ Members contribute to our success



100+ volunteers work at events and at the station



1700+ people attended a KBUT event last year



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



# UNDERWRITING

“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.

### rates

<b>Basic Underwriting</b>		<b>\$115 / month</b>
3 basic mentions per week aired during local music shows. Name, address, and telephone number only. 12 spots per month.		
<b>Enhanced Underwriting</b>		<b>\$125 / month</b>
3 enhanced mentions per week aired during local music shows. Enhanced mentions include up to a 40-word description. 12 spots per month.		
<b>NPR Syndicated Underwriting</b>		<b>\$155 / month</b>
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.		
<b>Daily Feature Underwriting</b>		<b>\$240 / month</b>
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.		
<b>Event Underwriting</b>	<b>Get the word out about your event!</b>	
<b>Weekly</b>	3 enhanced mentions per day. 21 spots per week	<b>\$325</b>
<b>A La Carte</b>	Single enhanced mentions	<b>\$150 minimum</b>

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

*Do you have what it takes to be a KBUT DJ?*

KBUT facilitates two DJ training courses each year. Get on the list and take the training course. Email [Kelley@kbut.org](mailto:Kelley@kbut.org).







events

# DISCO INFERNO

Disco Inferno 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 and the dance floor explodes with action. Our very own KBUT DJ Triple L serves up the tunes 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**

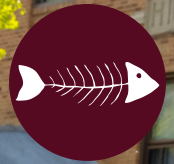
- 4 complimentary tickets
- Mentions during on-air promotions: 1 x daily for 2 weeks, 14 total mentions
- High resolution logo displayed on screens throughout the venue
- On-stage verbal thank you and recognition during event
- Thank you mentions on-air and in newspapers after event

## **"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



# events FRIDAY NIGHT FISH FRY



**“Yeah You Right Gunnison Valley!”**  
Born from DJ Andrew Hadley’s show, the Friday Night Fish Fry has been a community tradition for 20+ years. The Fish Fry celebrates New Orleans culture outdoors in the beautiful Crested Butte summertime. It features a 500 person picnic of the most delicious Cajun-style fish fry, tasty sides and dessert and craft libations served up with some hot music from Louisiana.

## **“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
- 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



events

# BINGO



Local's know that KBUT BINGO is anything but boring, 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 have included Santa BINGO, Pajama-BINGO, and ski-to BINGO at the Magic Meadows Yurt.

***BINGO happens spontaneously.***

***Call or email for the latest BINGO sponsorship opportunities.***





## HOLIDAY AUCTION

KBUT seeks items that are of a \$50 value or greater. Items can be gift certificates for goods or services, or a unique gift.

**In appreciation of your donation, KBUT will provide your business with the following recognition:**

- Three email campaigns to more than 4,000 contacts
- Daily on-air announcements
- Daily Facebook advertising
- “Thank you” news ad, website page and social media posts with your business name
- Website recognition with your business logo, photos and website link





*Community Radio for the Gunnison Valley*

*Contact*

**Tyler Lucas** *Director of Development & Underwriting*

[underwriting@kbut.org](mailto:underwriting@kbut.org) / Cell 720.201.9333 / Office 970.349.5225

