



LIVE
LOCAL
GLOBAL

Music Discovered
Music Rediscovered
Public Affairs

UNDERWRITING PACKAGE
2018

On Air : 88.9 FM
Streaming at WWW.KRFCFM.ORG

ABOUT KRFC 88.9FM RADIO FORT COLLINS

Northern Colorado's Community Radio Station that presents **LOCALLY FOCUSED MUSIC, ARTS AND CULTURE, PUBLIC AFFAIRS, and COMMUNITY-CENTERED PROGRAMMING.**

- More than 100 VOLUNTEERS, many of them radio professionals
- Over 90% of our programming is produced here in Northern Colorado
- Offering a forum for a wide VARIETY of voices, local affairs, and musical tastes.
- Live shows IN-STUDIO.
- Streaming worldwide at WWW.KRFCFM.ORG

THE KRFC 88.9FM PROGRAMMING

KRFC 88.9FM is the **SOUNDTRACK TO LIFE** in Northern Colorado. Local music is the mainstay of what we play. Our daytime programming is dominated by the KRFC 88.9 FM music mix featuring a blend of local, national, and global musicians.

LIVE @ LUNCH is the star of KRFC's music programming. Each Friday from Noon to One, KRFC 88.9 FM presents local and national bands live in the studio. More than 1,000 musicians have played on Live @ Lunch since KRFC 88.9 FM went on the air in 2003.

EVENINGS AND WEEKENDS are full of specialty music shows featuring a wide range of genres, Bluegrass, Reggae, Classical, Jazz, R&B, Soul, World, Folk, Underground Rock, Indie, and More!

PUBLIC AFFAIRS programming rounds our KRFC 88.9FM's schedule. Our locally produced programs can be heard nowhere else on the radio dial. Our talented volunteers present shows that cover business, the arts, local culture, and community issues...

Engaging listeners with thoughtful conversations.

THE KRFC 88.9FM REACH

With a diverse community of over 200,000 in Northern Colorado, KRFC 88.9FM serves all demographics with its deep variety of shows, music, public affairs, and partnerships. Our online listeners continue to grow worldwide. We have listeners from places as far away as Scotland and the Netherlands



KRFC 88.9^{FM}
RADIO FORT COLLINS



THE KRFC 88.9FM AUDIENCE

Our listeners are influential and active in their communities, judging by the information gathered during KRFC 88.9FM listener surveys.

PERSONAL:

51% MEN : **49% WOMEN**
: :
70% 34 TO 65 : **60% MARRIED**
: :

FINANCIAL:

45% PROFESSIONAL/MANAGERIAL
61% EARN OVER \$50,000/YEAR

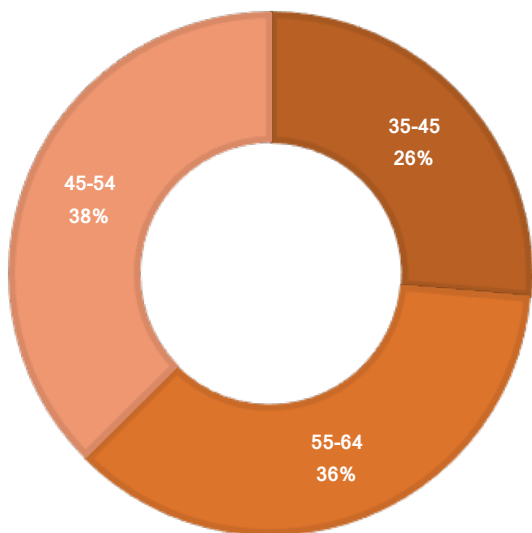
LOCATION

FORT COLLINS **58.9%**
LOVELAND/ESTES PARK **10.8%**
OTHER **23.2%**

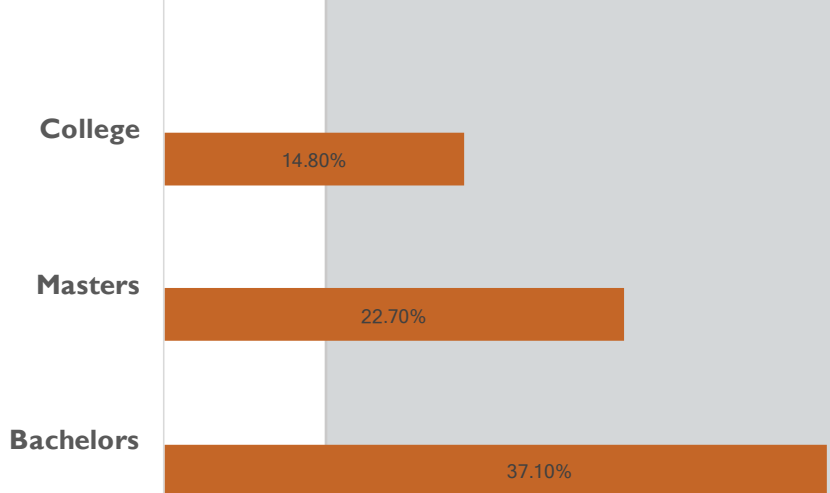
ANNUAL HOUSEHOLD INCOME

\$100,000- -\$124,999 **14.8%**
\$35,000-39,999 **7.4%**
<\$20,000 **11.8%**

AGE



EDUCATION



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**HAVE YOU/OR DO YOU ATTEND EVENTS BASED ON
SOMETHING YOU'VE HEARD ON KRFC 88.9FM?
YES: 64.3% NO: 25.2%**

NON-PROFIT UNDERWRITING PARTNERSHIP



	Monthly Quantity	Unit Price	Discount	Run Total
WEEKDAYS BEST FIT (6am-9pm)	16	30.00	100%	\$480.00
Social Media Posts Facebook	1	20.00	100%	\$20.00
Event on KRFC 88.9 FM Website Calendar	1	N/A		N/A
TOTAL PACKAGE VALUE				\$500.00

The non-profit will provide KRFC 88.9FM with the following:

- KRFC 88.9FM logo on event website.
- KRFC 88.9FM banner displayed at event (provided by KRFC 88.9FM.)
- Stage announcements (ex. "Earth Day Powered By KRFC 88.9FM.")
- KRFC 88.9FM logo and mention of thanks on all social media blasts.
- KRFC 88.9FM logo and mentions on all email blasts

ANNUAL COMMUNITY PARTNERSHIP OPTIONS

LEVEL 1 : ROCK STAR \$20,500

- Provides 30 Mentions Per Week, (6am - Midnight, up to 30 seconds.)
- 3 Bonus Weekly Announcements, (best fit)
- 5 Monthly Social Media Posts
- Concert Calander Listings (2 per day, Monday - Friday)
- 1x Live @ Lunch Appearance In The Year (Schedule Permitting)
- Logo on KRFC 88.9FM Website (with click-through)
- Special Website Mentions
- Client Supplied Banner at KRFC 88.9FM Events
- 5% Discount for Paid in Advance

LEVEL 2 : PRODUCER \$12,500

- Provides 20 Mentions Per Week, (6am - Midnight, up to 30 seconds.)
- 3 Bonus Weekly Announcements, (best fit)
- 4 Monthly Social Media Posts
- Concert Calander Listings (2 per day, Monday - Friday)
- 1x Live @ Lunch Appearance In The Year (Schedule Permitting)
- Logo on KRFC 88.9FM Website (with click-through)
- Special Website Mentions
- Client Supplied Banner at KRFC 88.9FM Events
- 5% Discount for Paid in Advance

LEVEL 3 : TOUR MANAGER \$10,000

- Provides 15 Mentions Per Week, (6am - Midnight, up to 30 seconds.)
- 3 Bonus Weekly Announcements, (best fit)
- 3 Monthly Social Media Posts
- Concert Calander Listings (2 per day, Monday - Friday)
- 1x Live @ Lunch Appearance In The Year (Schedule Permitting)
- Logo on KRFC 88.9FM Website (with click-through)
- 5% Discount for Paid in Advance

ANNUAL COMMUNITY PARTNERSHIP OPTIONS

LEVEL 4 : PROMOTER \$7,800

- Provides 10 Mentions Per Week, (6am - Midnight up to 30 seconds.)
- 3 Bonus Weekly Announcements, (best fit)
- 2 Monthly Social Media Posts
- Logo on KRFC 88.9FM Website (with click-through)
- 5% Discount for Paid in Advance

LEVEL 5 : ROADIE \$3,500

- Provides 3 Mentions Per Week, (6am - Midnight, up to 30 seconds.)
- 3 Bonus Weekly Announcements, (best fit)
- 1 Monthly Social Media Posts
- Logo on KRFC 88.9FM Website (with click-through)
- 5% Discount for Paid in Advance

YOU CAN LISTEN
TO OUR SHOW ONLINE AT:
WWW.KRFCFM.ORG