The KRFC 88.9 FM
RADIO FORT COLLINS
REACH

With a diverse community of over 200,000 in Northern Colorado, KRFC 88.9 FM Radio Fort Collins 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.
Our listeners are influential & active in their communities, judging by the information gathered from KRFC 88.9 FM Radio Fort Collins listener surveys.

**Education**
- Bachelors = 37.1%
- Masters = 22.7%
- College = 14.8%

**Location**
- Fort Collins = 58.9%
- Loveland / Estes Park = 10.8%
- Other = 23.3%

**Financial**
- 45% = Professional / Managerial
- 61% = Earn Over $50,000/Year

**Annual Household Income**
- 14.8% = $100,000 - $124,999
- 7.4% = $35,000 - 39,999
- 11.8% = <$20,000

**Age**
- 35-45 = 26%
- 45-54 = 38%
- 55-64 = 36%

**Personal**
- 51% Men
- 49% Women
- 60% Married
- 70% Age 34 - 65

Have you or do you attend events based on something you’ve heard on our station?
- YES = 64.3%
- NO = 25.2%
THE NON-PROFIT WILL PROVIDE KRFC 88.9 FM RADIO FORT COLLINS WITH THE FOLLOWING:

- KRFC 88.9 FM Radio Fort Collins logo on event website
- KRFC 88.9 FM Radio Fort Collins banner displayed at event (provided by the station)
- Stage announcements (e.g. “Earth Day Powered By KRFC 88.9 FM Radio Fort Collins”)
- KRFC 88.9 FM Radio Fort Collins logo and mention of thanks on all social media blasts
- KRFC 88.9 FM Radio Fort Collins logo and mentions on all email blasts

### Monthly and Weekly Underwriting Packages

<table>
<thead>
<tr>
<th>Underwriting Package</th>
<th>Monthly Quantity</th>
<th>Unit Price</th>
<th>Discount</th>
<th>Run Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly Best Fit Mon-Sun</strong></td>
<td>16</td>
<td>$30</td>
<td>100%</td>
<td>$480</td>
</tr>
<tr>
<td><strong>Social Media Posts Facebook</strong></td>
<td>1</td>
<td>$20</td>
<td>100%</td>
<td>$20</td>
</tr>
<tr>
<td><strong>Event Website Calendar</strong></td>
<td>1</td>
<td>N/A</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total Package Value</strong></td>
<td></td>
<td></td>
<td></td>
<td>$500</td>
</tr>
</tbody>
</table>
# 2021 Annual Community Partnership Options

<table>
<thead>
<tr>
<th>Level</th>
<th>Options</th>
<th>Cost</th>
</tr>
</thead>
</table>
| **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 Calendar Listings (2 per day, Monday - Friday)  
- 1x Live @ Lunch Appearance In The Year (Schedule Permitting)  
- Logo on KRFC 88.9 FM Radio Fort Collins Website (With Click-Through to Client Website)  
- Special Website Mentions  
- Client Supplied Banner at KRFC 88.9 FM Radio Fort Collins 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 Calendar Listings (2 per day, Monday - Friday)  
- 1x Live @ Lunch Appearance In The Year (Schedule Permitting)  
- Logo on KRFC 88.9 FM Radio Fort Collins Website (With Click-Through to Client Website)  
- Special Website Mentions  
- Client Supplied Banner at KRFC 88.9 FM Radio Fort Collins 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 Calendar Listings (2 per day, Monday - Friday)  
- 1x Live @ Lunch Appearance In The Year (Schedule Permitting)  
- Logo on KRFC 88.9 FM Radio Fort Collins Website (With Click-Through to Client Website)  
- 5% Discount for Paid in Advance | |
| **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 88.9 FM Radio Fort Collins Website (With Click-Through to Client Website)  
- 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 88.9 FM Radio Fort Collins Website (With Click-Through to Client Website)  
- 5% Discount for Paid in Advance | |