
KRFC 2021
SPONSORSHIP
GUIDE
TUNE IN!
KRFC 88.9 F.M.
RADIO FROM COLORADO
KRFC 88.9FM
RADIO FORT COLLINS™



DEAR KRFC 88.9 FM SUPPORTERS,

If 2026 has taught us anything, it's this: Northern Colorado shows up.

2026 was our first full year without federal funding—a milestone that could have slowed us down. Instead, our community turned it into a launchpad. Thanks to business supporters like you, KRFC didn't just make it through the transition. We came out stronger, bolder, and more connected than ever.

YOU FUELLED A YEAR OF GROWTH.

You helped us bring more Colorado artists into the spotlight. You powered new community partnerships. You kept our studios buzzing with volunteers, musicians, storytellers, and creators who make KRFC a true reflection of Northern Colorado's spirit. Your support transformed a potential setback into a year of thriving, community-driven success.

NOW WE'RE READY TO TAKE THAT MOMENTUM INTO 2027.

Our Sponsorship Program is built to celebrate local businesses and organizations that believe in independent media and want to make a tangible impact. Whether through on-air acknowledgements, event sponsorships, or digital engagement, your partnership keeps KRFC loud, local, and full of life.

WHEN YOU SPONSOR KRFC, YOU'RE INVESTING IN MORE THAN RADIO.

You're investing in culture. You're investing in creativity. You're investing in the heartbeat of Northern Colorado.

Let's make 2027 another year of big energy, bold ideas, and community-powered radio. I'd love to collaborate on a sponsorship package that highlights your business and strengthens KRFC's future.

With gratitude and excitement,

Justin Clapp

Executive Director,
KRFC 88.9 FM

KRFC 88.9 FM FAMILY:
AUDIENCE INSIGHTS

In 2022, KRFC launched its new 50kW signal, which increased its signal reach to a population area of close to one million people along the Front Range. In 2023, the new HD signal expanded KRFC's reach into parts of Larimer and Weld counties previously unreached by the station and parts of Boulder County.

KRFC listeners are drawn to the station's **wide variety of music, community-oriented programming** with no commercial interruptions, **diverse and knowledgeable DJs,** support for **local musicians,** and an **authentic and unique experience** that stands apart from mainstream radio.

51%

OF OUR LISTENERS ATTEND AN EVENT BASED ON SOMETHING THEY HEARD ON KRFC!

LISTENER DEMOGRAPHICS & HABITS:

- → **44% are under age 65**
- → **20% live in rural areas**
- → **54% utilize KRFC's online streaming platform**
- → **62% listen daily**
- → **93% listen several times per week**
- → **93% listen either the same amount or more than last year**
- → **70% of listeners have a Bachelor's or higher**

2023 Listener Survey conducted by QRi Consulting

LISTENERS FAVORITE THINGS
ABOUT KRFC 88.9 FM:

- → **VARIETY OF MUSIC**
- → **LOCAL AND COMMUNITY FOCUS**
- → **NO COMMERCIALS**
- → **LIVE DJS AND PERSONALITIES**
- → **SUPPORT FOR LOCAL ARTISTS**
- → **EDUCATIONAL AND INFORMATIVE SHOWS**
- → **FREEDOM AND DIVERSITY**

HAPPY HOUR *at the Neighbor*

KRFC 88.9 FM proudly hosts a monthly Happy Hour at The Neighbor, located on Mason Street in Fort Collins, the 3rd Wednesday of each month. This vibrant event brings together music enthusiasts, community members, and local artists in a lively atmosphere to celebrate the rich musical talent of Colorado. By sponsoring our Happy Hour, you'll align your brand with our mission to support and promote the local music scene, fostering a strong sense of community and cultural enrichment. Your sponsorship will not only enhance the event experience but also provide valuable exposure to a dedicated audience that appreciates and values local art and music. Join us in making a difference and championing the incredible talent right here in our backyard.

IMPORTANT DEADLINE FOR SPONSORS:

The annual Happy Hour sponsorship agreement must be sent to KRFC by the second week of each month to be included in promotional materials starting with the following month's Happy Hour.

2027 HAPPY HOUR SPONSOR BENEFITS

PRESENTING SPONSOR (1 AVAILABLE - $10K EACH)

*****Sponsorship is a 12-month agreement*****

- **Large company logo/individual names on retractable The Neighbor Happy Hour banner**
  - » Banner will be produced by KRFC FM
- **6-foot table space at the Neighbor at each Happy Hour event**
  - » Table must be provided by sponsor
- **4 VIP seats to be used by the company or individual at each Happy Hour event**
  - » Must let KRFC FM know by the Wednesday before the Happy Hour with how many VIP passes will be used
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 30 pre-recorded mentions per week (Starting 2 weeks in advance of event)
  - » Verbiage will be "KRFC 88.9 FM's Monthly Happy Hour, presented by xxx"
- **Mentions before and after each artist performance during the event**
- **Company/individual name included on all social media posts promoting the event**
  - » Minimum of 2 social media posts per week, for 2 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**

MONTHLY SPONSOR (2 AVAILABLE PER MONTH - $1K EACH)

*****Sponsorship is a 1-month agreement*****

- **Banner at event**
  - » Banner is the sponsor responsibility
  - » Must be delivered to KRFC 88.9 FM by the Tuesday before the sponsored Happy Hour
- **2 VIP seats to be used by the company or individual at sponsored The Neighbor Happy Hour**
  - » Must let KRFC FM know by the Wednesday before the Happy Hour with how many VIP passes will be used
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 15 pre-recorded mentions per week (starting 2 weeks in advance of the event)
  - » Verbiage will be "KRFC 88.9 FM's Magic Rat Happy Hour is supported by xxx and xxx"
- **Mentions before and after each artist performance**
- **Company name included in social media posts promoting the event**
  - » Minimum of 1 social media post per week, for 2 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**

KRFC 24TH BIRTHDAY BASH
at Odell Brewing



KRFC 88.9 FM's 24th Birthday Bash celebrates nearly 24 years of independent, community-powered radio in Northern Colorado. Each year, this full-day event brings together listeners, volunteers, artists, and local businesses for a high-energy celebration to kick off the summer season.

In 2026, KRFC welcomed an incredible line-up of Colorado talent – **Liz Barnez, The Galentines, Ash Redhorse & The Midnight Suns, Desiderata, The Mountain Buddies,** and **Costanza** – our very own local music superheroes who lit up the 23rd Birthday Bash and reminded us why local radio matters.

In 2027, we're building on that momentum with a new theme and will continue to spotlight the artists, businesses, and community members who shape the rhythm of our region and keep KRFC thriving.

The event draws hundreds in person and reaches thousands more on-air and online, offering sponsors strong visibility through on-air mentions, social media promotion, and event signage. Supporting the 24th Birthday Bash is a powerful way to connect with KRFC's loyal audience and champion local arts and culture.

SPONSOR DEADLINE: APRIL 23, 2027

Sponsorship form + logo/donor name due for inclusion in all promotional materials.

2027 BIRTHDAY BASH SPONSOR BENEFITS

TITLE SPONSOR (1 AVAILABLE - $10K)

- **Title inclusion (Example: The (sponsor here) KRFC 24th Birthday Bash**
- **Company logo/individual name on all Birthday Bash posters as top billing**
- **10x10 tent space at Odell Brewing or the OBC Wine Project on the day of the event**
  - » Tent space must be interactive with crowd on site and family friendly
- **Banner at event**
  - » Banner will be produced by KRFC
- **10 VIP seats to be used by the company or individual**
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 30 pre-recorded mentions per week
  - » Verbiage will be "The (Sponsor Name) KRFC 88.9 FM's 24th Birthday Bash..."
- **Mentions before each artist performance during the event**
- **Company/individual name included on all social media posts promoting the event**
  - » Minimum of 6 social media posts per week, for 4 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**
- **Recognition on event t-shirt and event e-blasts (top billing)**

PRESENTING SPONSOR (1 AVAILABLE - $7K EACH)

- **Company logo/individual name on all Birthday Bash posters**
- **10x10 tent space at Odell Brewing or the OBC Wine Project on the day of the event**
  - » Tent space must be interactive with crowd on site and family friendly
- **Banner at event**
  - » Banner will be produced by KRFC
- **6 VIP seats to be used by the company or individual**
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 30 pre-recorded mentions per week
  - » Verbiage will be "KRFC 88.9 FM's 24th Birthday Bash, presented by xxx"
- **Mentions before each artist performance during the event**
- **Company/individual name included on all social media posts promoting the event**
  - » Minimum of 2 social media posts per week, for 4 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**
- **Recognition on event t-shirt and event e-blasts (large logo)**
- **Sponsorship of 1 KRFC 88.9 FM Happy Hour at The Neighbor in 2027**

SUPPORTING SPONSOR (3 AVAILABLE - $4K EACH)

- **Company logo/individual name on all Birthday Bash posters**
- **Banner at event**
  - » Banner will be produced by KRFC
- **4 VIP seats to be used by the company/individual**
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 15 pre-recorded mentions per week
  - » Verbiage will be "KRFC 88.9 FM's 24th Birthday Bash is supported by xxx, xxx, and xxx."
- **Mentions before 2 artist performances during the event**
- **Company/individual name included in social media posts promoting the event**
  - » Minimum of 1 social media post per week, for 4 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**
- **Recognition on event t-shirt and event e-blasts (small logo)**

MUSIC SPONSOR (7 AVAILABLE - $1K EACH)

- **Company/individual name included in on-air mentions of sponsored artist for the 4 weeks leading up to the event**
- **Social media inclusion for all posts that mention sponsored artist**
  - » Minimum of 2 social media posts leading to the event
- **Stage banner which will be setup during the artist performance that company/individual is sponsoring**
- **Mention before and after artist performance**
- **2 VIP seats to be used by the company or individual**
  - » VIP seats will only be during the performance of the sponsored artist
- **Logo and link on KRFCFM.ORG**

2027 HOMETOWN HOLIDAYS VINYL

VINYL ALBUM SPONSORSHIP

KRFC 88.9 FM is excited to present the Hometown Holidays vinyl album, a compilation of holiday songs performed by local Northern Colorado musicians. Set for release in November 2027, this album will feature both original songs and covers, showcasing the rich talent in our community.

The primary aim of this project is to bring visibility to Northern Colorado musicians and the local music industry. All proceeds from merchandise sales and royalties will be retained by KRFC, further supporting our mission.

Join us in celebrating and supporting Northern Colorado's vibrant music scene through this festive initiative!

IMPORTANT DEADLINE FOR SPONSORS

June 1, 2027: Submission of sponsorship form and business logo/donor name (to guarantee inclusion in all promotional materials)

PRESENTING SPONSOR (2 AVAILABLE - $10K EACH)

- **Company logo/individual name on all album covers and integrated into album art**
- **Company/individual name included in all pre-recorded promotional messaging**
  - » Minimum of 30 pre-recorded mentions per week
  - » Verbiage will be "KRFC 88.9 FM's NoCo Sings the Holidays Vinyl, presented by xxx and xxx."
- **2 KRFC 88.9 FM live broadcasts from your business for on-sale event of vinyl (2 hours)**
- **Company/individual name included on all social media posts promoting the vinyl on-sale**
  - » Minimum of 2 social media posts per week, for 6 weeks, promoting the sponsorship of the vinyl
- **Logo and link on KRFCFM.ORG**
- **Sponsorship of 1 KRFC 88.9 FM Happy Hour at The Neighbor in 2027**

SUPPORTING SPONSOR (3 AVAILABLE - $3.5K EACH)

- **Company logo/individual name on all album covers and integrated into album art**
- **Company/individual name included in all pre-recorded promotional messaging**
  - » Minimum of 15 pre-recorded mentions per week
  - » Verbiage will be "KRFC 88.9 FM's NoCo Sings the Holidays Vinyl, supported by xxx, xxx, and xxx."
- **Company/individual name included on all social media posts promoting the vinyl on-sale**
- **Minimum of 1 social media posts per week, for 6 weeks, promoting the sponsorship of the vinyl**
- **Logo and link on KRFCFM.ORG**

ON-SALE LOCATION SPONSOR (7 AVAILABLE - $1K EACH)

- **1 KRFC 88.9 FM live broadcast from your business for on-sale event of vinyl (2 hours)**
- **Company/individual name included in on-air mentions of sale location**
- **Social media inclusion for all posts that mention on-sale event date**
- **Logo and link on KRFCFM.ORG**

NOCO SINGS THE HOLIDAYS CONCERT

PRESENTING SPONSOR (1 AVAILABLE - $10K)

- **Company logo/individual name on all concert posters**
- **Company/individual name included in all pre-recorded promotional messaging**
- **Minimum of 30 pre-recorded mentions per week**
- **Verbiage will be "KRFC 88.9 FM's NoCo Sings the Holidays Live Concert, presented by xxx."**
- **Company/individual name included on all social media posts promoting the concert**
- **Minimum of 3 social media posts per week, for 6 weeks, promoting the sponsorship of the vinyl**
- **6 foot table space at concert venue**
- **Logo and link on KRFCFM.ORG**

2027 ROAD TO COLORADO GIVES DAY



The KRFC 88.9 FM Colorado Gives Day Music Experience at The Neighbor, happening on Tuesday, December 8, is a hallmark event celebrating the best of the Northern Colorado music scene while rallying community support for KRFC 88.9 FM. Spanning 11 hours of live music, this event draws hundreds of passionate fans, making it one of the most talked-about annual events in Northern Colorado.

This unique occasion has featured performances from beloved local artists such as The Burroughs, Graham Good and the Painters, and more, all set against the sophisticated backdrop of The Neighbor. As part of KRFC's end-of-year giving campaign, the Colorado Gives Day Music Experience plays a crucial role in helping us achieve our mission and vision for 2027. By becoming a sponsor, you'll not only gain visibility among a passionate and engaged audience but also contribute to sustaining and expanding our efforts to amplify local voices and foster community connections through music. Your support directly impacts our ability to deliver high-quality programming and create meaningful experiences for Northern Colorado. Join us in making a lasting difference in our community!

IMPORTANT DEADLINE FOR SPONSORS:

OCTOBER 31, 2027

Submission of sponsorship form and business logo/donor name (to guarantee inclusion in all promotional materials)

PRESENTING SPONSOR (1 AVAILABLE - $10K)

- **Large company logo/individual name on retractable Road to Colorado Gives Day Banner**
  - » Banner will be produced by KRFC FM
- **6-foot table space at each Road to Colorado Gives Day concert (minimum of 3 concerts)**
  - » Table must be provided by sponsor
- **6 VIP tickets to be used by the company or individual at each event**
  - » Must let KRFC FM know at least one week before a concert if the VIP tickets will be used
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 30 pre-recorded mentions per week (Starting October 15, 2027)
  - » Verbiage will be "KRFC 88.9 FM's Road to Colorado Gives Day, presented by xxx"
- **Mentions before and after each artist performance during each concert**
- **Company/individual name included on all social media posts promoting the event**
  - » Minimum of 2 social media posts per week, for 6 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**
- **Recognition on event t-shirt and event e-blasts (large logo)**

SUPPORTING SPONSOR (3 AVAILABLE - $5K EACH)

- **Medium sized company/individual logo on retractable Road to Colorado Gives Day Banner at each concert**
  - » Banner will be produced by KRFC
- **2 VIP seats to be used by the company or individual at each Road to Colorado Gives Day concert**
  - » Must let KRFC FM know at least one week before a concert if the VIP tickets will be used
- **Company/individual name included in all pre-recorded promotional messaging of the event**
  - » Minimum of 15 pre-recorded mentions per week (starting October 15, 2027)
  - » Verbiage will be "KRFC 88.9 FM's Road to Colorado Gives Day is supported by xxx and xxx"
- **Mentions before and after each artist performance**
- **Company name included in social media posts promoting the event**
  - » Minimum of 1 social media post per week, for 2 weeks, leading up to the event
- **Logo and link on KRFCFM.ORG**

ARTIST SPONSOR (8 AVAILABLE - $2K)

- **Company logo/individual name included in on air mentions of sponsored artist for 4 weeks leading up to that artists concert event.**
- **Social media inclusion for all posts that mention sponsored artist**
  - » Minimum of 2 social media posts leading up to the concert
- **Stage/retractable banner which will be setup during the artist performance that your company is sponsoring.**
- **Mention before and after artist performance**
- **2 VIP tickets to be used by the sponsoring company or individual for the concert that artist is part of**
- **Logo and link on KRFCFM.ORG**

THANK YOU FOR YOUR INTEREST IN SPONSORING KRFC!

YOUR SPONSORSHIP HELPS US:

- **Provide complimentary underwriting to non-profits**
- **Air more live and local music in the region, which supports up-and-coming and established artists**
- **Air local community updates that are informative and positive**
- **Support Fort Collins, Windsor, Timnath, Greeley, and Loveland, as well as the Fort Collins Chamber of Commerce, the Down town Development Association, and all community partners**
- **Train volunteers in all areas of broadcast and business development**
- **Promote family-friendly living for our vibrant and incredible community**

QUESTIONS?

EMAIL **JUSTIN CLAPP** at justinc@krfcfm.org

KRFC 88.9 FM 2027 SPONSORSHIP PROGRAM INTEREST FORM

ORGANIZATION/DONOR NAME (REQUIRED)

ADDRESS (REQUIRED)

STREET ADDRESS

STREET ADDRESS LINE 2

CITY | STATE / PROVINCE / REGION

ZIP / POSTAL CODE | COUNTRY

NAME (REQUIRED)

FIRST | LAST

EMAIL (REQUIRED)

PHONE (REQUIRED)

SPONSORSHIP OPPORTUNITIES (PLEASE SELECT WHICH SPONSORSHIP LEVELS INTEREST YOU MOST)

THE NEIGHBOR HAPPY HOURS
(THIRD WEDNESDAY OF EACH MONTH)

- ☐ PRESENTING SPONSOR ($10,000)
- ☐ SUPPORTING SPONSOR ($1,000)

24ND BIRTHDAY BASH
(SATURDAY, JUNE 12, 2027)

- ☐ PRESENTING SPONSOR ($6,000)
- ☐ SUPPORTING SPONSOR ($3,000)
- ☐ MUSIC SPONSOR ($1,000)

COLORADO GIVES DAY
(TUESDAY, DEC. 8, 2027)

- ☐ PRESENTING SPONSOR ($8,000)
- ☐ SUPPORTING SPONSOR ($4,000)
- ☐ MUSIC SPONSOR ($2,000)

2027 HOMETOWN HOLIDAYS VINYL
(NOVEMBER 2027 RELEASE)

- ☐ PRESENTING SPONSOR ($10,000)
- ☐ ON-SALE LOCATION SPONSOR ($1,000)

THE MISSION OF KRFC 88.9 FM

IS TO SUPPORT COLORADO'S MUSICIANS AND MUSIC INDUSTRY AND TO PROVIDE POSITIVE LOCAL COMMUNITY PROGRAMMING THAT CONNECTS, INFORMS, AND INSPIRES LISTENERS. THIS MISSION SUPPORTS OUR VISION THAT COMMUNITY RADIO HAS A RELEVANT AND VITAL PLACE EMBEDDED IN THE COMMUNITY OF FORT COLLINS AND ITS SURROUNDING REGION. THE STATION IS FUNDED BY MEMBERSHIP DONATIONS, UNDERWRITING SPONSORSHIP, GRANTS, AND THE INVALUABLE SUPPORT OF KRFC'S 190+ VOLUNTEERS.

RADIO FROM COLORADO

KRFC 88.9 FM

RADIO FORT COLLINS™