



# Become a Classical California Business Sustainer!



Local businesses and organizations who want to support **Classical California's Programming, Community, and Music Education Efforts** can now do so with a modest monthly company gift of support.

## Business Sustainer Dollars Help Fund...

### Classical California's Regular Broadcast and Digital Programming

- The **Largest Classical Radio Audience** in America!
- **2 Million+ Monthly listeners** on 11 FM and Digital Streaming Channels
- **8 Additional Streaming** Program Channels



### Glissando Listening Tour!

- Classical California's **Interactive Music Discovery Channel** for preschool and grade school aged kids and families.
- Our signature blend of fun, approachable, and delightful **classical music created FOR KIDS**, with friendly storytelling to keep young people and their families entertained.
- **Regular appearances at free kids/family concerts** by Classical California arts partners provide unmatched access and exposure to music via Glissando demos and listening stations



### Classical California Special Programming:

- **So. Cal Saturday Night** - Broadcasts of the LA Phil, Pacific Symphony and more!
- **Nor Cal Sunday Night** – Broadcasts of the SF Symphony, SF Conservatory of Music and more!
- **Ultimate 101**- The Ultimate Playlist chosen by LISTENERS!
- **Classical California @ The Movies** – A celebration of the Academy Awards and Music!
- **Classical Californians** – Each week a Californian share a personal mix of music and stories
- **Glitter and Be Golden** – Classical California's Pride special in June
- **Glissando** - Back to School special in August



**sustainer:** [ suh-stey-ner ] noun *someone who upholds or maintains*



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## Business Sustainer Levels and Benefits



### Level I: \$675/month

- 15x: 15-second recorded branding and recognition spots per month on all Classical California FM and Digital/Streaming Channels: 180x/year
- Business logo and link recognition on Business Sustainers page @ [classicalcalifornia.org](http://classicalcalifornia.org)
- 1x annual inclusion in Classical California Email Newsletter – Business Sustainers



### Level II: \$900/month

- 20x: 15-second recorded branding and recognition spots per month on all Classical California FM and Digital/Streaming Channels: 240x/year
- Company Logo and link recognition on Business Sustainers page @ [classicalcalifornia.org](http://classicalcalifornia.org)
- 2x annual inclusion in Classical California Email Newsletter- Business Sustainers name recognition with link to company website.
- ONE (1) Pair of Premium Tickets to ONE (1) Classical California Concert, Dance or



### Level III: \$1,125/month

- 25x: 15-second recorded branding and recognition spots per month on all Classical California FM and Digital/Streaming Channels: 300x/year
- Prominent Company Logo (250x150 or larger) and link recognition with Company tag-line or description on Business Sustainers page @[classicalcalifornia.org](http://classicalcalifornia.org)
- 4x annual inclusion in Classical California Email Newsletter -Business Sustainer recognition with link to company website.
- ONE (1) Pair of Premium Tickets to TWO (2) Classical California Concert, Dance or Theater Performances.

- Complete terms and conditions are available at <https://www.classicalcalifornia.org>
- Includes copywriting, production and voice over at no charge
- Agreements are for TWELVE (12) months, with a SIX (6)-month minimum term
- Your company may cancel after six months with 30-day advanced written notice
- Plan will automatically renew every six months for a six (6) month term unless cancelled
- At 12 months your Classical California representative will contact your company for an annual check-in and confirm renewal for another SIX (6) month term
- Business Sustainer on air recognition messages and email integrations to be scheduled monthly at Classical California's discretion
- Support Levels and Benefits subject to change at the end of each TWELVE (12)-month term

## Why Be a Classical California Business Sustainer?

- **Unparalleled Amplification** - Your company receives unparalleled amplification for a small monthly contribution
- **Maximum Social Impact** - Classical California's tremendous reach means maximum impact for your small monthly support
- **Spotlight the Arts** - You'll help Classical California showcase HUNDREDS of non-profit arts and education organizations ACROSS CALIFORNIA
- **Support S.T.E.A.M.** – the ARTS play a critical role in child development. Help Classical California fuel the innovative and creative 21st century economy and culture of CALIFORNIA
- **Elevate your business's BRAND and your company's REPUTATION** - Through your company's ongoing, sustaining support of Classical CALIFORNIA
- **ROI –**
  - 77% of public radio listeners have taken action in response to a public radio sponsorship message
  - 75% hold a more positive opinion of a company that supports public radio\*
- **ACCESS** – Classical California's shared goal partnerships with the arts community allows your company a unique portal to a diversified portfolio of local and international creative works, performances, events, and exhibitions.
- **Tax Deductible** – Classical California is a 501(c)(3). Support is a sponsorship donation and may be tax deductible. Consult your tax professional



\* Source: *Lightspeed Research, State of Sponsorship*