



# Become a Classical KDFC Business Sustainer!



Local businesses and organizations who want to support **Classical KDFC's Programming and Educational Efforts** can now do so with a modest monthly company gift of support.

## Business Sustainer Dollars Help Fund...

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

The Bay Area's only Classical Music station!

- 500,000+ Monthly listeners on 5 FM and Digital Streaming Channels
- 7 Additional Secondary Streaming Program Channels

### Classical KDFC Kids Discovery Day Events

Interactive, Music Discovery Educational Events for pre-school and grade school aged kids and families.

- 8,000 attendees and 12 Million Media Impressions annually

### Classical KDFC Special Programming:

- San Francisco Symphony Broadcasts
- Love at First Listen
- Ultimate Playlist
- Classical California @ the Movies
- Black Music Month
- Juneteenth
- Latinx Heritage Month



**Contact:**  
John Leathers  
[jleathers@kdfc.com](mailto:jleathers@kdfc.com)  
(415) 244-9544



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





## Why Be a Classical KDFC Business Sustainer?

- **Unparalleled Amplification** Your company receives unparalleled amplification for a small monthly contribution.
- **Maximum Social Impact** Classical KDFC's tremendous reach means maximum impact for your small monthly gift.
- **You'll help Classical KDFC showcase HUNDREDS of non-profit arts and education organizations in the Bay Area**
- **Support S.T.E.A.M.** – the ARTS play a critical role in child development. Help Classical KDFC fuel the innovative 21st century economy and culture of the Silicon Valley and the Bay Area.
- **Elevate your business's BRAND and your company's REPUTATION** through your company's sustaining support of Classical KDFC.
  - 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** – KDFC's shared goal partnerships with the Bay Area arts community allows your company a unique portal to a diversified portfolio of local and international creative works, performances, events, and exhibitions.
- **KDFC is a 501(c)(3).** Support is a sponsorship donation and may be **tax deductible**. Consult your tax professional.

\* Sources:

*Lightspeed Research, State of Sponsorship*

*Nielsen March-August 2023; SF MSA; 6+ Persons; Google Analytics/Triton and Webcast Metrics 2023*

## Business Sustainer Levels and Benefits



### Level I: \$375/month

15x: 15-second recorded branding and recognition spots per month on all KDFC FM and Digital/Streaming Channels: **180x/year – Reaching 450,000 people and delivering 1.6 Million Annual Impressions.**

Business name and link recognition on Business Sustainers page @kdfc.com.

2x annual inclusion in KDFC Enotes (40,000 email distribution) Business Sustainers name recognition with link to company website.



### Level II: \$575/month

23x: 15-second recorded branding and recognition spots per month on all KDFC FM and Digital/Streaming Channels: **276x/year – Reaching 500,000 people and delivering 2.5 Million Annual Impressions.**

Company Logo and link recognition on Business Sustainers page @kdfc.com.

4x annual inclusion in KDFC Enotes (40,000 email distribution) Business Sustainers name recognition with link to company website.

A Pair of Premium Tickets to a Bay Area Concert, Dance or Theater Performance.



### Level III: \$875/month

35x: 15-second recorded branding and recognition spots per month on all KDFC FM and Digital/Streaming Channels: **420x/year – Reaching 538,000 people and delivering 3.82 Million Annual Impressions.**

Prominent Company Logo (250x150 or bigger) and link recognition with Company tag-line or description on Business Sustainers page @kdfc.com.

6x annual inclusion in KDFC Enotes (40,000 email distribution) Business Sustainer recognition with link to company website.

A Pair of Premium Tickets to a Bay Area Concert, Dance or Theater Performance.

Invitation for two to a KDFC Private Performance at the KDFC studios in San Francisco.

- Complete terms and conditions are available at <https://www.kdfc.com/giving/sponsorship/>
- 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 KDFC representative will contact your company for an annual check-in and confirm renewal for another SIX (6) month term