



**Classical<sup>®</sup>  
California**  
**KIDS**

**2023-24**

**Kids Discovery Days**  
Sponsorship &  
Amplification Opportunities



**Classical<sup>®</sup>  
California**  
**KUSC | KDFC**



**Classical<sup>®</sup>  
California  
KIDS**

## **KIDS DISCOVERY DAYS are...**

**INTERACTIVE**, hands-on Kids/Family educational and musical events at partner educational-entertainment venues featuring KDFC and KUSC hosts, vocal and musical performances by nationally recognized arts and youth organizations, interactive musical activities and workshops from local music education organizations, and the popular musical instrument “Petting Zoo”

- **TARGETED FOR PRE-SCHOOL AND EARLY GRADE-SCHOOL AGED CHILDREN**
- **HEAVILY PROMOTED** – with Classical California broadcast and digital



## **...IMPACTFUL**

Over **7,500** attendees and **14 million** media impressions projected for 2023-24



## KIDS DISCOVERY DAYS Sponsorship Benefits

### MAXIMUM SOCIAL IMPACT

**Classical California Kids Discovery Days**, like the 11 FM signals and Digital Channels that drive **Classical California**, are **FREE**. Kids are free to enjoy the hands-on event, the music, and the interactive activities at our partner venues free of charge, eliminating potential socio-economic barriers. Your company's support of **Kids Discovery Days** allows us to maximize attendance and the educational impact of these events.

### YOUR COMPANY WILL BE SUPPORTING THE ENTIRE ARTS ECOSYSTEM, NOT MERELY ONE NON-PROFIT ORGANIZATION

Over Twenty (20) Non-Profit Arts/Music Organizations will be participating in Classical California's 2023-24 **Kids Discovery Days** events. Hundreds more are showcased by **Classical California** annually. Partnering with Classical **KDFC** and Classical **KUSC** provides support of, access to, and amplification for the hundreds of non-profit arts groups that make the Bay Area and Southern California a vibrant place to live and work.

### UNPARALLELED AMPLIFICATION

Listener supported **Classical California** reaches more people in a month than the largest symphony orchestras or theater groups do in an entire season: over **1.5 Million Monthly listeners across FM and Digital Channels**.

Your companies' support of **Kids Discovery Days** will be amplified to a Highly Educated, Influential and Engaged Audience: The **LEADERS, THINKERS**, and **ACHIEVERS** that fuel the Bay Area and Southern California's innovative culture and economy... resulting in a powerful halo effect from your support of public broadcasting, MUSIC Education and the Arts.

**ASSOCIATION WITH S.T.E.A.M.: SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, AND MATH** Help **Classical California** fuel the creative, innovative economies and culture of the Silicon Valley/Bay Area, Hollywood and the Los Angeles/Southern California region. **Classical California** is a **VOICE** for the Arts, and the Arts provide the **S.T.E.A.M.** needed for 21st century education.

# 2023-4 CLASSICAL CALIFORNIA KIDS DISCOVERY DAYS

## Corporate Partnership Integration/Amplification Opportunities

- Company logo recognition on ***Kids Discovery Day*** web page(s)
- Inclusion in station permission-based emails
- Recognition/inclusion in ***Kids Discovery Day*** event programs
- Logo on event signage at ***Kids Discovery Day*** events
- Name recognition in recorded on-air promotional messages
- Bank of :15-second recorded sponsorship messages/spots
- Company on-air recognition (all FM and Digital audio channels) during live event
- Company inclusion in approved digital assets (photos/videos, blogs) available for social media, marketing and PR efforts



## 2023-24 Event Dates and Locations

(tentative)

**FALL, 2023**

**KUSC Kids Discovery Day @ East Los Angeles**

**WINTER, 2024**

**KDFC Kids Discovery Day @ The Tech Interactive**

San Jose, California

**SPRING, 2024**

**KUSC Kids Discovery Day @ Natural History Museum**

Los Angeles, California





***Listener Supported, Classical Public Radio  
Changing Lives, Improving Our Communities***

**Classical California** and its Northern and Southern California properties, **KDFC** and **KUSC**, respectively, are uniquely positioned to put **MUSIC** and music instruments in the hands of children throughout California. California schools have been cutting music education for years, and performing arts organizations have assumed the role of ‘curator’ and ‘provider’ of music education programs. As the organization behind the only Classical Music station in the Bay Area (**KDFC**) and the largest Classical Music station in America (**KUSC**), **Classical California** is committed to accessibility on the air, in classrooms and educational venues. In many economically-challenged communities, children now more than ever will receive music and arts education only when it is provided by another nonprofit organization.

As a public radio organization, **Classical California** joins its arts partners as a conduit to music exposure and music/arts education.

Exposure to music and learning a musical instrument is correlated with improved mastery of math concepts, heightened concentration, and left-brain skills that are so crucial in the creative, innovation and technology economies. **Classical California** is leading an effort with Bay Area and Southern California music education and performing arts organizations so that every child has hands-on access to music, a musical instrument, music education, and the educational benefits of **MUSIC!**





## KIDS DISCOVERY DAYS

*Interactive Music and Education for Bay Area and Southern California Kids and Families*



Non-Profit Classical Public Radio



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