



**Classical[®]
California**

KUSC | KDFC

**Corporate
Partnership
Opportunities**



Support Education Through Music with Classical California

MUSIC...

Helps children to SPEAK MORE CLEARLY, develop a larger vocabulary, and strengthen social and emotional skills.

**Helps with COGNITIVE DEVELOPMENT.
Higher Test Scores**

Students in high-quality music education programs score higher on standardized tests, regardless of the socioeconomic level of community.

Early Childhood Development

Young children who take music lessons show different brain development and improved memory over the course of a year.

Learning

Music enhances the process of learning. The systems it nourishes (integrated sensory, attention, cognitive, emotional and motor capacities) are shown to be the driving forces behind all other learning.

Helps develop LANGUAGE and reasoning.

Helps kids STAY ENGAGED in school.

Helps students ACHIEVE better SAT scores.

Students who have experience with music appreciation or performance score on average 63 points higher on verbal and 44 points higher on math.

BUILDS imagination and intellectual curiosity

– artistic education develops the WHOLE brain.

Prepares students for the CREATIVE and INNOVATIVE economies of the 21st century.

Develops creative thinking, problem solving, teamwork.

Sources:

Novak Djokovic Foundation, May 2016

Nature Neuroscience, April 2007; Dr. Laurel Trainor, Prof. of Psychology, Neuroscience, and Behavior at McMaster University, 2006; From Empathy, Arts and Social Studies, 2000; Konrad, R.R

National Association for Music Education, July 2014

Corporate Partnership Benefits



Maximum Social Impact

Classical California's Broadcast and Digital Channels are easily accessible, portable and **FREE**, eliminating potential socio-economic and geographic barriers. Your company's support of **Classical California** allows us to maximize our reach via our broadcast, digital and event/experiential assets and impact more people, more kids and families, more schools.

Supporting the ENTIRE Arts Ecosystem, Not Merely One Non-Profit Organization

Hundreds of Non-Profit arts organizations are showcased by **Classical California** annually. Partnering with **Classical California KDFC** and **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** properties reach 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 **Classical California** 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** and the Arts.

Association with S.T.E.A.M. Education: Science, Technology, Engineering, ARTS, 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.





**Classical
California**
KUSC | KDFC

So Many Ways...To Support Classical California

1) Underwrite/Sponsor Classical California's Broadcast and Digital Programming
Recognition-Amplification Marketing Opportunities.

2) Support Special Broadcast and Digital Programs on Classical California

(At The Movies, Black Music Month, The Great Outdoors, etc...)

Classical California special program partners receive significant recognition and integration in broadcast, digital and social platforms.

3) Become a BUSINESS SUSTAINER

Elevate your business's BRAND and your company's REPUTATION through your company's sustaining support of Classical California.

4) Underwrite/Sponsor KIDS DISCOVERY DAYS Events in Los Angeles and the Bay Area

Help Classical California fuel the creative, innovative economies and culture of the Silicon Valley/ Bay Area, Hollywood, and the Los Angeles/Southern California region.

5) Sponsor a Classical California Concert Series

Multi-platform amplification and employee/client engagement and hospitality opportunities.



AS A CORPORATE PARTNER, you will receive exclusive opportunities and benefits throughout the year that will enrich your company's experience and deepen your relationship with **Classical California**.

Let **Classical California** develop a customized program for your business with an agreed upon menu of benefits based on your company's corporate giving/support/social and community impact needs.

CONTACT:

John Leathers

Sr. Mgr. Underwriting and Corporate Partnerships
Classical California

jleathers@classicalcalifornia.org | 415-244-9544



***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 in the hands, hearts and minds 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 via broadcast, digital and event platforms and in classrooms. In many economically- challenged communities, children now more than ever will receive music and arts education only when it is provided by another non-profit 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 access to a musical instrument, music education, and the educational benefits of **MUSIC!**





CHANNELS, PROGRAMS, EDUCATION AND EVENTS

Classical KDFC

89.9 FM 90.3 FM 92.5 FM 103.9 FM 104.9 FM

KDFC.com Digital Streaming Channels

Classical KUSC

88.5 FM 91.1 FM 91.5 FM 93.7 FM 99.7 FM

KUSC.org Digital Streaming Channels

Classical KIDS

Kids Discovery Days

Twice yearly music discovery events

"I Believe" concerts

Interactive school assembly musical events

Classical Americana concerts

A series of concert-conversation events

Additional Streaming Channels

[Nuestra Música](#)

[Classical California Ultimate Playlist](#)

[The Great Escape](#)

[Classical California Movie Music Playlist](#)

[Classical California Christmas Music](#)

[Classical Americana](#)

IMPACT

1.5 Million Monthly Listeners
FM Channels

450,000 Monthly Listeners
Digital Streaming Channels

7,500+ Annual Attendees
14 Million Media Impressions

2,400 Students Attending

750 Annual Attendees
5 Million Media Impressions

160,000 Monthly Impressions
50,000 Monthly Listeners



Classical[®]
California
KDFC



Classical[®]
California
KUSC

Non-Profit Classical Public Radio

CONTACT:

John Leathers

Sr. Mgr. Underwriting and Corporate Partnerships. Classical California

jleathers@classicalcalifornia.org | 415-244-9544