



KSDS CORPORATE SUPPORT MENU

Local business supporters of KSDS Jazz 88.3 recognize that supporting San Diego’s local, public jazz radio station is the best way to get the word out about their products and services. By partnering with KSDS, you’ll be able to reach a smart, engaged audience that has a stake in their community. We are pleased to provide the following four opportunities:

ON-AIR SPOTS

# of spots	Off-Peak (7 pm – 7am)	Primetime (7 am – 7 pm)
25	\$925 (\$37)	\$1,500 (\$60)
50	\$1,700 (\$34)	\$2,850 (\$57)
100	\$3,100 (\$31)	\$5,400 (\$54)
250	\$6,500 (\$26)	\$12,250 (\$49)

- Spots may run up to four times a day and are up to 20 to 30 seconds each.
- Underwriters at \$5,000 or more per year will be recognized with company logo and hyper-link on the KSDS website homepage for the duration of campaign.

WEEKLY SHOWS

Companies may sponsor weekly shows in quarterly increments. This three-month sponsorship allows your company to target the specific audience of the chosen weekly show and increase the company’s exposure. Benefits include:

- One mention per hour on-air with company info for the show’s entirety.
- Company logo with hyper-link in the show’s program page.
- One weekly posting on KSDS social media platforms.

<u>Show</u>	<u>Time Frame</u>	<u>Amount</u>
Latin Grooves	Fri 7 pm – 11 pm	\$3,500
Straight-Ahead	Sat 10 am – 2 pm	\$3,500
Saturday Night Fish Fry	Sat 6 pm – 9 pm	\$3,000
Every Shade of Blue	Sat 9 pm – 12 am	\$3,000
Jazz Explorations	Sun 7 am – 10 am	\$3,000
The Jazz Message	Sat 10 am – 12 pm	\$2,500
No Room for Squares	Sun 3 pm – 6 pm	\$3,000
Loosely Knit	Sun 6 pm – 9 pm	\$3,000

SPECIALTY SHOWS

Specialty shows are shows with unique programming that runs for longer periods of time.

Title Sponsor will be recognized with the following benefits:

- One mention per hour on-air with company info for the show's entirety.
- Two weeks of on air promotional spots leading up to show broadcast.
- Logo prominently included in all show marketing graphics.
- Prominent company logo with hyper-link on the KSDS homepage for duration of show campaign.
- Postings on KSDS social media platforms announcing company sponsorship for duration of show campaign.

Supporting Sponsor will be recognized with the following benefits:

- One mention per hour for the show's entirety
- Logo included on KSDS homepage with hyper-link for duration of campaign.

<u>Show</u>	<u>Time Frame</u>	<u>Title Sponsor</u>	<u>Supporting Sponsor</u>
Black History Month	February	\$10,000	\$5,000
Independence Day	July 4	\$5,000	\$2,000
Charlie Parker Day	August 29	\$5,000	\$2,000
Veterans Day	November 11	\$5,000	\$2,000
Sounds of the Season	December 24 & 25	\$6,000	\$2,500

EVENTS

(Call for pricing, availability and event dates).

Title Sponsor will be recognized with the following benefits:

- For broadcast events, at least two on-air mentions with company info.
- Two weeks of on air promotional spots leading up to show broadcast/event.
- Logo prominently included in all show marketing graphics.
- Prominent company logo with web link on the KSDS homepage for duration of event campaign.
- Postings on KSDS social media platforms announcing company sponsorship for duration of event campaign.
- Prominent logo placement on event banners, company banner displayed, company logo on promotional posters and flyers.

Supporting Sponsor will be recognized with the following benefits:

- For broadcast events, one on-air mention.
- Company logo on KSDS homepage with hyper-link.
- Company logo placement on event banners, promotional posters and flyers.

Current events available for sponsorship are listed below.

Jazz Live concert and live broadcast

The Jazz Live series has been running since 1977, and takes place monthly at the Saville Theater on the campus of San Diego City College. Jazz Live features an artist/band performing for an audience of 250-300 community members. Occurring the second Monday of each month, this show runs from 8 – 9:45 pm, and is broadcast live as well.

Saturday Night Fish Fry concert and live broadcast

This annual event occurs at a rotating venue, featuring dinner, a live artist and an audience of up to 150. The show is broadcast live from the venue. This event was created for the Saturday Night Fish Fry program that airs every Saturday from 6 – 9 pm.

Club Caravan

During the Club Caravan, 200+ guests travel on rented buses to approximately eight or more venues around San Diego, taking in a variety of live shows. There are two Club Caravans; a Jazz Caravan and Blues Caravan.