



## The Bisbee Radio Project, Inc

KBRP 96.1 FM

2 Copper Queen Plaza, Suite 204

PO Box 1501

Bisbee, Arizona, 85603

*You are listening to KBRP—volunteer-powered, listener supported Community Radio for Bisbee and Southeastern Arizona. Support for programming on KBRP comes from . . .*

Community Radio Underwriting reaches your target market by associating your business with quality local radio programming. By investing in KBRP:

- ❖ You see results at a fraction of the cost of commercial airtime
- ❖ Your message is presented in an uncluttered, commercial-free environment
- ❖ You show your commitment to culture and education in our community

A poll cited in Public Telecommunications Review finds that eighty-one percent of those polled admire companies that underwrite non-commercial broadcasting. Thirty-eight percent say underwriting influenced their choice of product or service.

The Bisbee Radio Project, Inc. is in its 17<sup>th</sup> year on the air, and with the addition of our website **kbrpradio.com**, our reach has never been greater.

Whether you are interested in marketing or believe in supporting grass-roots community efforts, the Bisbee Radio Project, Inc. is here for you. Please consider becoming a KBRP underwriter. If you have any questions about becoming a part of community radio, please give us a call at 520-432-1400, or email us at [uwkbrp@gmail.com](mailto:uwkbrp@gmail.com).

Community Radio / Volunteer Powered / Listener Supported

## **KBRP Underwriting Guidelines**

Underwriting is a unique and effective easy to increase awareness of your business. Underwriting announcements acknowledge that a person or business has provided a donation to KBRP. Because of the non-commercial status of KBRP, underwriting announcements must abide by a very particular set of FCC guidelines.

### **Underwriting announcements may include:**

- ❖ The name of your business
- ❖ The business's location
- ❖ The nature of your business
- ❖ The products and services you offer

The announcement may be no more than 25 seconds in length, about 4 lines of copy.

### **Underwriting announcements may not include:**

- ❖ Any mention of price (even if free)
- ❖ A call to Action
- ❖ Inducements to buy
- ❖ Qualitative or comparative language

### **Example of Underwriting on KBRP:**

Funding for KBRP and kbrpradio.com is made possible in part by lone goose press of Bisbee, Arizona. lone goose press publishes limited edition books and broadsides printed letterpress. lonegoosepress.com

### **Special Event support on KBRP:**

- ❖ You may arrange for a 7 day announcement of an upcoming event.
- ❖ Example of a special event announcement::  
Support for KBRP and kbrpradio.com is provided by The Berserkers Motorcycle Club, presenting their annual "Riders For Rehab," to benefit the Verhelst Recovery House. The benefit takes place on Sunday April 14, beginning at twelve noon at the La Ramada Steakhouse on Naco Road.

## **KBRP Underwriting Rates**

### **Rates (as of January 1, 2022)**

- ❖ \$525 for a 12 month commitment paid in full
- ❖ \$285 for a 6 month commitment paid in full
- ❖ \$190 for a 3 month commitment paid in full

For your convenience we accept Cash, Check, Debit and Credit Cards.

### **KBRP Underwriter Support**

Underwriting on KBRP puts your business in good company, by becoming an underwriter, your business will receive:

- ❖ Regular live and pre-recorded announcements on KBRP radio 96.1 FM
- ❖ Your business logo on our website, [kbrpradio.com](http://kbrpradio.com), which links to your website
- ❖ The knowledge that you are supporting volunteer-run community radio in Bisbee and in the company of other people and businesses who do the same.

A 12 month sponsorship will be approximately 700 on-air mentions

A 6-month sponsorship will be approximately 350 on-air mentions

A 3-month sponsorship will be approximately 175 on-air mentions

### **KBRP Special Event Support**

Special Event Support is an excellent way for you or your business to notify the community of an upcoming event. Special event support terms include:

- ❖ \$30 for 7 days of live DJ announcements
- ❖ The announcement must not exceed 20 seconds in length
- ❖ A 7 day advance notice is required for us to schedule your announcement
- ❖ The announcement will be read on the air 25 times during the week

# KBRP Underwriting / Special Event Agreement

The Bisbee Radio Project, Incorporated  
KBRP 96.1 FM

\_\_\_\_\_, hereafter referred to as Underwriter, agrees to provide funding in the amount of \$\_\_\_\_\_ to the Bisbee Radio Project, Inc., hereafter referred to as KBRP, to underwrite programming on KBRP. Underwriting to begin on \_\_\_\_\_ and end \_\_\_\_\_

The underwriting fee (as of January 1, 2022) will be payable as follows:

- \_\_\_\_\_ \$525 for a 12-month commitment paid in full
- \_\_\_\_\_ \$285 for a 6-month commitment paid in full
- \_\_\_\_\_ \$190 for a 3-month commitment paid in full
- \_\_\_\_\_ \$30 for a 7-day commitment paid in full

***We accept Cash, Check, Debit and Credit Cards***

On-air script to read:

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Business logos will be featured on our website [kbrpradio.com](http://kbrpradio.com). Please email logos to [uwkbrp@gmail.com](mailto:uwkbrp@gmail.com). Active links will be listed to direct people to your website. On-air mentions may be changed at the request of the underwriter, through written request, at least 10 days prior to the date of the requested change. All mentions are subject to editing for clarity, brevity and FCC mandated restrictions. Proof of performance is available on request. All accounts must be kept current or scripts will be pulled from rotation.

Signed: \_\_\_\_\_  
Underwriter

Company \_\_\_\_\_ Date \_\_\_\_\_

Billing Address:  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email \_\_\_\_\_

**Payment by Credit or Debit Card:** In order to guarantee that your credit or debit card information is secure we prefer to send you an e-mail invoice via Square. Be sure to provide us with the appropriate e-mail.

Website Address: \_\_\_\_\_

Facebook Page: \_\_\_\_\_

(leave bottom receipt with underwriter)

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For: The Bisbee Radio Project, Incorporated, dba KBRP

Address: PO Box 1501, Bisbee, Arizona 85603

Phone: 520-432-1400

Date Received \_\_\_\_\_

Amount Received \_\_\_\_\_

Received by \_\_\_\_\_

*Thank you for supporting Community Radio. KBRP is a not-for-profit 501(c)3 corporation. All donations are tax deductible. Our EIN # 86090457*