



The Bisbee Radio Project, Inc  
KBRP 96.1 FM & KBRPradio.com  
2 Copper Queen Plaza, Suite 204  
PO Box 1501 Bisbee, Arizona, 85603  
520-432-1400

Bisbee's Radio for the People, KBRP 96.1 FM & KBRPradio.com, is owned, operated, and supported by the people in our community and by the generosity of businesses just like yours.

As a KBRP underwriter your business and your message is associated with a unique and valuable community asset that is an integral part of the Bisbee community.

By investing in KBRP your message is presented in an uncluttered, commercial-free environment at a fraction of the cost of commercial airtime and you demonstrate your commitment to Bisbee's cultural and educational experience.

KBRP is in its 20th year on the air and, KBRPradio.com shares our programming and your message with people all over the planet.

Whether you're interested in marketing, or just believe in supporting the Bisbee community, KBRP is a great place to start.

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 [BisbeeKBRP@gmail.com](mailto:BisbeeKBRP@gmail.com).

#### KBRP Underwriting Guidelines

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 ("Go see them today!")
- \* Inducements to buy ("Get a 10% discount if you...")
- \* Qualitative or comparative language ("The best in town")

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

**“Funding for KBRP and kbrpradio.com is made possible in part by George’s BBQ of Bisbee, Arizona. George’s has been serving up BBQ in Bisbee since 1921. George’s BBQ, 555-555-5555 & GeorgesBBQ.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 Harvey’s Whole Foods, presenting their annual “Chomp for Charity,” to benefit the homeless community. The benefit takes place on Sunday March 1, beginning at 11am at Gore Park. More information at HarveysWF.com”**

### **KBRP Underwriting 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, 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:**

**\*\$50 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 • \_\_\_\_ \$50 for a 7-day commitment paid in full

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

On-air script to read: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business logos will be featured on our website kbrpradio.com. Please email logos to [Bisbeekbrp@gmail.com](mailto:Bisbeekbrp@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: \_\_\_\_\_

**Your Receipt - Thank You!**



**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**