

99.9FM

KXRW

VANCOUVER. INDEPENDENT. RADIO.

PARTNERSHIP GUIDE

LAUNCH PARTY

1ST BACKSTAGE
BLOCK PARTY

COMMUNITY
EVENTS



KXRW.FM

STUDIO ADDRESS
Boomerang
Therapy Works

210 W 4TH STREET
VANCOUVER WA 98660

(360) 601-6601

OUR MISSION

KXRW.FM is an independent, volunteer-powered, values-driven, community-supported 501c3 organization. We are dedicated to delivering quality programming with an emphasis on **local voices**. We are committed to sharing knowledge and information to build relationships and community in Southwest Washington and beyond.



PICTURED ABOVE LEFT TO RIGHT Ryan Reed, host of *The VIBE*, Joe Clemons, host of *The Common Good*, Jen Coyne, host of *Authenticity Matters*, and Mike Selig, host of *Goodship Earth*.

QUICK LOOK AT KXRW'S PARTNERSHIP/SPONSORSHIP BENEFITS

- Broad reach to listeners from Longview to Salem through our partnership with XRAY
- All content is available streaming online at KXRW.FM
- All archived shows are available online at KXRW.FM
- We are the exclusive streaming partner for the Ridgefield Raptors, Clark County's West Coast League Baseball team!
- Highly engaged and loyal audience
- Multi-platform opportunities:
 - Station produced events for sponsorship/outreach
 - Digital marketing opportunities via Website, e-Newsletter, and Social Platforms
 - Social media publicity
 - Public Service Announcements (PSA) recognizing underwriters
 - Community involvement
 - Support of local Vancouver-centered programming

INCREDIBLY FUN FACT: Washington State University, Vancouver's professor, Dr. Donna Sinclair has incorporated the KXRW show, *To The Republic* into their Civics/History program college curriculum. That's no small thing. Meaningful content matters and KXRW is bringin' it to our community!

Dr. Donna Sinclair can be reached for comment at: historygal517@gmail.com.

Discover Vancouver's Voice

Content

Constantly evolving to reflect Vancouver, WA

Consumer

Loyal, community conscious citizens

Expanding

Sister station acquired 5,000 watts am 1360 station to expand reach

Marketing

Website, app, and social media development to bring marketing opportunities to station underwriters



KXRW is seeking to increase our number of underwriters to support our station. Expanding increases operational costs to stay sustainable on-air. **We train and support our community members** so they can become field reporters who capture stories around our community. We highlight issues that matter to our community; we highlight nonprofits doing good work; we highlight businesses and community members doing amazing things and/or struggling and how the community can rally to help; we highlight Vancouver local bands, musicians, and art scene and more!



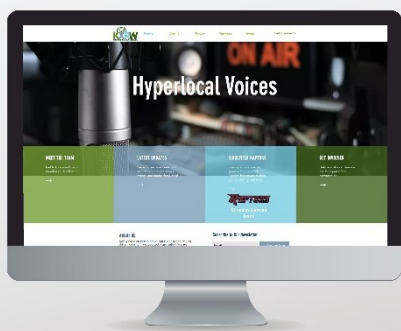
Underwriting/Sponsoring with KXRW is a unique opportunity to connect locally with engaged citizens and provide creative solutions to the marketing needs of your organization.

- Public radio is a trusted source of community news and updates
- We have an expanding reach via sister stations and online streaming
- KXRW is the only source for local Vancouver/Clark County voices
- Community integration is made easy, year-round with a partnership

KXRW Media Channels in addition to PSA announcements placed within episodes of our shows



SOCIAL MEDIA



INTERACTIVE WEBSITE WITH ONLINE STREAMING



NEWSLETTER

CIRCULATION & DEMOGRAPHICS



Through sister stations KXRW has the potential to reach 900,000+ from Salem, OR to Longview, WA.



OUR REACH

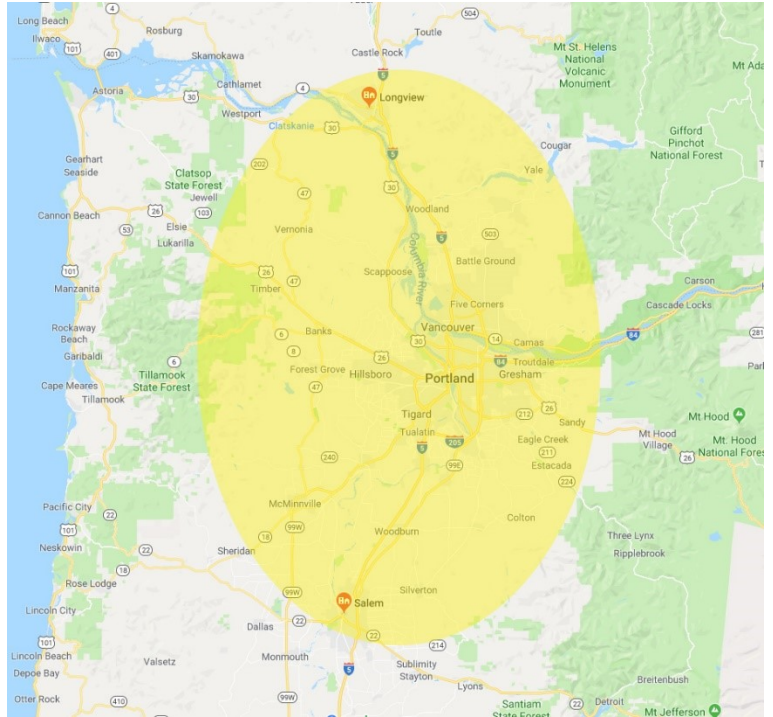


900,000+

Households in Signal Range



am1360 *kuik*
westside talk radio




BY THE NUMBERS



THE PERFECT UNDERWRITER

Commits to an **annual agreement** that includes:

- Sponsorship of the Annual Backstage Block Party Event and multiple training events
- PSAs throughout the year airing on KXRW, it's sister stations and via streaming platforms
- Digital advertisements on the KXRW website's homepage and placement on the partners page
- Social media shout outs with text and images
- Dedicated eBlast Feature Story and digital banner in the eblast's footer
- Signage in permanent studio, and community board taken to numerous SW WA events
 - \$12,000/year

The Backstage Block Party is KXRW Vancouver's ONLY community-based annual event. We doubled our numbers in attendance this year and know this festival style event has major potential to double if not more each year. At this event we feature performances by five local bands, silent auction and raffle prizes, onsite field reporting and info on getting involved with the station and upcoming trainings. Sponsors receive:

- Logo on printed collateral like posters, counter cards, banners/signage
- Vendor space and opportunity to speak
- Accompanying PSAs, social media posts
- Promotion in eNewsletter and press releases
- Recap and photos of the event

Backstage Block Party Sponsorship options include:

Title/Presenting Sponsor (\$5,000), Supporting Sponsor (\$2,500), Community Partner (\$1,500), Stage Sponsor (\$2,000), Dunk Tank Sponsor (\$2,000), Photography Sponsor (\$1,000).

Date: Planned for July 24th, 2021

Location: Say Ciao Taproom and Eatery 2501 SE Columbia Way, Vancouver, WA 98661- Family friendly

Attendance: 350+



BY THE NUMBERS



KXRW'S AUDIENCE



Up 200%

Attendance of the 2nd Annual Backstage Block Party event vs the first in July.

Up 76%

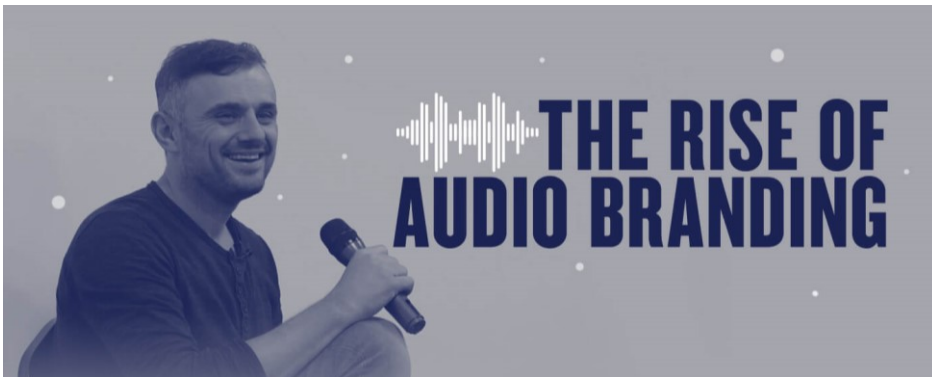
In the US Overall, Audio listening and streaming are up 76% passing video with 250 Billion annual streams.

15 MONTHLY CONTRIBUTORS

KXRW provides options for listeners to become monthly donor members

350 ATTENDING

The Annual Backstage Block Party event to meet hosts, learn about the station and listen to local bands.

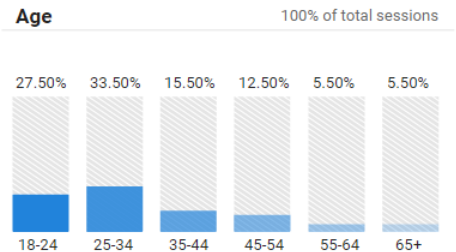


Thought leaders like Gary Vaynerchuk detail the rise of Audio as a marketing/branding source for business:
<https://www.garyvaynerchuk.com/rise-audio-voice/>

KXRW'S WEBSITE STATISTICS

Between Nov-Dec 2019 (61 days of data)

- **1,389 page views**
- **369 users**
- **83.6% returning visitors**
- **2:19 average session duration**
- **61.5% of users between 18-34 years of age**



KXRW'S NEWSLETTER STATISTICS

- **KXRW's open rate greatly exceeds (over double) the national average**
- **Our e-Newsletter ~25% open rate on average**
- **National average, according to constant contact is 11.63%**

Backstage Block Party 2019 Sent 27.8%
 Regular - KXRW Newsletter Opens
 Sent Tue, June 11th, 2019 12:29 AM to 571 recipients by you

SHOW AND HOST CONTENT SUMMARIES



The Common Good

- 1st Wednesdays at 6:00 am; Hosted by Joe Clemons

The Common Good showcases the collective achievements of all that contributes to a positive and well-informed community.



Filibusters

- 1st and 3rd Wednesdays at 12:00 pm; Hosted by Mike Dalesandro & John Oberg

Mike Dalesandro and John Oberg team up to bring Vancouver a unique political show that is a spin-off from their Facebook podcast, Unfiltered. The go-to platform for all candidates from both sides of the aisle in Washington.



Chasing Shadows

- 3rd Wednesday 6:00 am; Hosted by Josh Kroeker, Robert Bain, & Erik McLain

Chasing Shadows asks the question - what is really going on here? From Bigfoot to aliens and deep sea monsters, reports surface of things that shouldn't exist but seemingly do. Too often these anomalies are not only created but calculated to get you to believe in something that is not real. Chasing Shadows takes on these popular paranormal topics and tries to nail down the best evidence that exists for a given phenomenon, examining new evidence each episode then asking the question - "Is this real, or are we just Chasing Shadows?"



To The Republic

- 1st Thursday at 12:00 pm; Hosted by Jake Jochim & Geoff Lopez

As an expansion of Say What You Mean, Jake and Geoff have created a new show dedicated to exploring civics, history, and U.S. institutions to be broadcasted through the radio station KXRW.



Voices From Our Community

- 2nd Thursday at 12:00 pm; Hosted by Mike Selig & Contributors

Voices From Our Community is dedicated to sharing the voices of the people of Southwest Washington and Portland. Mike Selig does this along with field reporters, Dr. Beth Lee, Roben White and Marliese Franklin. We hope to hear your voice soon!



The Vibe

- 3rd Thursday at 12:00 pm; Hosted by Ryan Reed

Vancouver has always been rich in musical talent and artistic talent and The Vibe was created to showcase that talent. Ryan will spotlight a different musical guest, whether it's a full band or solo artist. Listeners will be able to experience an intimate interview with behind the scenes 'look into their creative minds' of the guests and hear a live, in-studio performance.



Authenticity Matters

- 2nd Thursday at 12:00 pm; Hosted by Jen Coyne

Authenticity Matters is a 30-minute program hosted by Jen Coyne. Each episode of Authenticity Matters will focus on a different facet of authenticity and how it plays out in both personal life and professional organizations. Jennifer will welcome guests each episode who have transformed their lives and / or organizations with authenticity and intention being at the forefront.



Mudd Club

- Saturdays 4:00 am (weekly) - Hosted by Ivan Ivan

The Mudd Club musical format, one could say its mission, is to create a dialogue between songs. This dialogue uses songs as words, that build sentences, and complete whole musical paragraphs. These constructs will tell a story about how music, no matter what the genre or time in history when it was recorded, are connected. They have similar melodies, rhythms, themes, messages, and influences. The Mudd Club does not shy away from abrasive atonal sounds, nor from melodic sweet productions. It's the juxtaposition of these sounds that creates the most compelling story for the audience.



Gordon Green's Music Planet

- Sundays 2:00 pm (weekly) - Hosted by Gordon Green

Gordon Green's Music Planet takes you on a musical journey each week with an hour of great music from around the world. Gordon Green has been traveling the planet for more than 25 years discovering new sounds and rhythms while exploring cultural identity through music and art.



Northbank Jamdown

- Sundays 3:00 pm (weekly) - Hosted by Alex Pedersonn

Northbank Jamdown highlights classics and rarities from Jamaica, Trinidad, Tobago, and beyond. Songs of peace, love, humanity, happiness and rebellion. If it jams, we jam it!

KXRW OFFERS COMMUNITY MEMBERS AT NO-COST:

- Training Workshops
- One-On-One Mentoring
- Production Support
- Field Gear
- Studio Space & Tech Support
- Audio Production Software
- Promotion of New Hosts, Volunteers and Shows
- In-Person Involvement at Community Events
- Social Media and Website Placement and Promotion
- Discovering Vancouver's Voice!



KXRW SPONSORSHIP PACKAGES

Presenting Platinum Sponsor

\$1000 / monthly

30 second spots; 40 spots / month

Business featured on HOME Page of KXRW Website as well as a dedicated Presenting Sponsor tab that highlights key points of business.

Promotion on all KXRW social media and newsletter

Presenting Sponsor for Annual Backstage Block Party

Business banner and promotional materials at all KXRW tabling events.

Free admission to all KXRW and XRAY events

Guest Appearance on Favorite KXRW Program

10% discount for 12-month contracts

(\$900/month – Value \$1200)

Gold Sponsor

\$500 monthly / 20-30 second spot; 20 spots / month

Promoted on all KXRW social media, and KXRW website and newsletter

Included on KXRW Partners Page with business write up

Promoted at all KXRW tabling events

10% discount for 12-month contracts

(\$450/month - Value \$600)

Silver Sponsor

\$250 monthly / 20-30 second spot

10 spots / month

Promoted on all KXRW social media, KXRW website and newsletter

10% discount for 12-month contracts

(\$225/month - Value \$300)

Bronze Sponsor

\$100 monthly / 20-30 second spot

4 spots / month

Promoted on all KXRW social media

10% discount for 12-month contracts

(\$90/month – Value \$120)

One-time Event Promotion

\$25 / 20-30 second spot

(10 Minimum)

Promoted on all KXRW social media

We will produce a stellar business audio spot that highlights the message you want our community to know. Minimum 6-month contract. Flexible options and discounts available for contract commitment greater than 12 months.

Our loyal listeners understand the importance of supporting our sponsors. Here is a **Testimonial** from long time founding sponsor Hoesly ECO Automotive: “My company supports KXRW Vancouver as well as their sister station XRAY.FM because this community desperately needs a non-corporate news and commentary, and local music. **I have had customers tell me that they came to our store because**

