



## ***KUOW MEDIA SPONSORSHIP APPLICATION GUIDELINES & QUESTIONS***

### **KUOW Mission:**

To create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas and cultures.

### **KUOW Media Sponsorship Program Purpose:**

KUOW's Media Sponsorship program strives to provide a voice for diverse, thought-provoking ideas, people and experiences within our community. By providing in-kind media sponsorship to local nonprofit organizations and events, KUOW exposes listeners to a variety of cultural, artistic and community experiences throughout the Puget Sound region that entertain, promote discourse and increase participation in our community.

### **KUOW Media Sponsorship Awards:**

Media Sponsorship includes in-kind on-air announcements, event listings on KUOW's Events Calendar and text mentions in KUOW printed and electronic communication pieces.

There are two types of sponsorship:

- **Series/Season Sponsorship:** sponsorship granted to a series of events within one year. This type of sponsorship applies to theatre, concert, dance, literary, film or any other series- based activities.
- **Single Event Sponsorship:** sponsorship of a single event. This type of sponsorship applies most to annual festivals, single museum or art exhibitions and other special one-time events. Single events within a series/season may be considered for a Single Event Sponsorship instead of a Series/Season Sponsorship.

### **KUOW Media Sponsorship awards are based on the following criteria:**

- Nonprofit status of applying organization.
- Event alignment with KUOW's mission and service to the KUOW audience.
- Event target audience.
- Event timing within the year. KUOW can only sponsor a limited number of events per month.
- Event category/type. KUOW seeks to sponsor as broad a range of events as possible.

*NOTE: Advocacy/fundraising events are not eligible for KUOW Media Sponsorship. KUOW does not air Public Service Announcements (PSAs).*

### **KUOW Media Sponsorship recipients provide KUOW with:**

- KUOW logo/text presence on all printed, online and press material relating to the event.
- In-kind tickets to the event (if the event is ticketed).
- An on-site presence – example: banners, table/booth, and stage announcement (when applicable).



- Other benefits can be discussed, based on the specific event details and size of sponsorship award.

**Deadline to Apply:**

**Applications are now reviewed quarterly. While the application forms are open year-round, you MUST submit your application by the deadline below to be considered for sponsorship:**

<b>Event(s) Start Date:</b>	<b>Deadline to apply:</b>
January 1 – March 31	November 15 (of the previous year)
April 1 – June 30	February 15
July 1 – September 30	May 15
October 1 – December 30	August 15

- You may apply for both a Series/Season sponsorship and Single Event sponsorship within the same year, but you must apply for each type of sponsorship separately.
- You may apply for sponsorship for up to 3 Single Events within the same year. Please fill out a new Single Event Sponsorship Application for each Single Event.
- If details for your event(s) are unknown, enter as much information as possible – incomplete applications may be disqualified.

Links to apply for Media Sponsorship can be found online at: [www.kuow.org/media-sponsorship-program](http://www.kuow.org/media-sponsorship-program)

**The Application Questions are listed on next page.**



### **KUOW Media Sponsorship Application Questions:**

*These questions are listed here for your reference. Please use the online forms to submit your application.*

Name of organization:

Mailing Address:

Contact First Name:

Contact Last Name:

Phone:

Email:

Is your organization a Non-Profit 501(c)(3):

Year of non-profit incorporation:

Organization's mission statement:

Organization's target audience:

Organization's audience size for Single Event, for Series/Season:

Organization's marketing budget (NOT including in-kind equivalents):

Organization's estimated in-kind marketing budget:

Has your organization received KUOW Media Sponsorship in the past?

Year/s received:

How has or how will KUOW Media Sponsorship benefit your event/organization?

Name of single event or series/season:

Date(s) of the event:

Event type:

Location/Venue:

Purpose of event:

Description of the event or series:

Will KUOW be the exclusive media sponsor? If not, what other organizations are involved?

Please list the benefits (marketing/exposure/tickets) your organization can provide to KUOW:

*Current or previous media sponsorship or underwriting agreements, program appearances or interviews and/or submission of an application do not guarantee a KUOW Media Sponsorship, nor does a KUOW*



*Media Sponsorship include programming appearances, interviews, KUOW Front Row Center program selection, special announcements or on-air ticket giveaways. For information on how to get in touch with producers of a specific program, please visit [kuow.org](http://kuow.org).*

**For more information about KUOW Media Sponsorship, contact Lisa Wang 206-221-7159 or [sponsorship@kuow.org](mailto:sponsorship@kuow.org).**

**Sample Sponsorship Agreement on next pages.**



## **KUOW MEDIA SPONSORSHIP AGREEMENT**

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### ***YOUR ORGANIZATION'S RESPONSIBILITIES***

1. List KUOW as “Media Sponsor” on web and printed promotion for the event(s) and include the KUOW logo where appropriate.
  - KUOW must be prominently displayed on all print and web promotional material as a Media Sponsor, not as a contributor or in-kind donor.
  - If event(s) is promoted on social media, KUOW must be tagged in at least one promotional post per event on any of the following platforms:
    - Twitter: @KUOW
    - Facebook: @KUOWPublicRadio

2. Add your event listing(s) to KUOW's [online events calendar](#).  
**DEADLINE: Immediately after signing agreement unless other arrangements are made**

3. Email the following event information to [lwang@kuow.org](mailto:lwang@kuow.org):
  - Preferred on-air schedule (M-Sun date ranges)
  - Draft of on-air copy
    - Spots are a maximum of 20 seconds long.
    - KUOW reserves the right to edit the information to fit our on-air guidelines.
    - See KUOW Messaging guidelines for details.
  - A link to your event or organization web page showing recognition of KUOW's media sponsorship.

**DEADLINE: One month before event date**

4. Mail in-kind event tickets to:  
**KUOW, Attn: Media Sponsorship  
4518 University Way NE, Suite 310  
Seattle, WA, 98105.**

KUOW requests a minimum of five pairs of complimentary tickets be made available for each event. Organization must provide printed tickets or vouchers, we do not have the capacity to collect will call lists.

**Number of in-kind tickets provided to KUOW per event = \_\_\_\_\_ (ticketed events only)**

**DEADLINE: 3 weeks before event date**

5. Email or mail samples of all event promotional materials where KUOW is recognized. These flyers, web site links, programs, posters, etc., serve as proof of fulfillment. Without this documentation it will be assumed that sponsorship recognition was not fulfilled and this adversely effects your organization for future consideration.

**DEADLINE: One month after end of event(s)**

**I understand that missing any of the above deadlines can negate KUOW media sponsorship.**

**Initial \_\_\_\_\_**



**KUOW MEDIA SPONSORSHIP AGREEMENT**

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***KUOW'S RESPONSIBILITIES***

1. Email the KUOW logo information for use on all sponsored event materials.
2. Counter sign and return copy of sponsorship contract.  
**DEADLINE: Within two weeks of receipt**
3. Email and confirm on-air and online copy and schedules for sponsored event(s).
  - o KUOW is not responsible for reminding awardee of sponsorship deadlines.**DEADLINE = Two weeks prior to event's first on-air spot**
4. Feature online event listing(s) on KUOW's online events calendar.  
**DEADLINE = Business day prior to beginning of event's on-air schedule**
5. Provide an on-site presence at event if applicable (may include emcee, banners and/or distribution materials).
  - o On-site presence is subject to KUOW's discretion, and may not be requested for all events.

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If you have questions about this contract or your sponsorship award, please contact Lisa at 206-221-7159.

Your Signature: \_\_\_\_\_

KUOW Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: Lisa Wang