

## **The Bisbee Radio Project, Inc.**

KBRP 96.1 FM  
94 Main Street  
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
- You present your message 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 is in its 15th 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 value or believe in supporting grass-roots community efforts, the Bisbee Radio Project is here for you. Please consider becoming a KBRP underwriter. If you have questions about becoming a part of community radio, please give us a call at 520-432-1400, or email at [bisbeekbrp@gmail.com](mailto:bisbeekbrp@gmail.com).

**Community Radio - Volunteer Powered, Listener Supported.**

P.O. Box 1501 • Bisbee • AZ • 85603 • 520-432-1400 • [www.kbrpradio.com](http://www.kbrpradio.com)

## **KBRP Underwriting Guidelines**

The Bisbee Radio Project, Inc.  
KBRP 96.1 FM



Underwriting is a unique and effective way 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:***

1. The name of your business
2. It's location
3. The nature of your business
4. The products and services you offer
5. No more than 60 words total

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

1. Any mention of price (even if free)
2. A call to action
3. Inducements to buy
4. Qualitative or comparative language

### ***Examples of Underwriting on KBRP:***

- “Support for programming on KBRP and kbrpradio.com comes from Café Roka. Café Roka serves new American cuisine in a fine dining atmosphere at 35 Main Street in downtown Old Bisbee, and occasionally showcases national recording artists in its Starlight Lounge. Café Roka’s hours are seasonal. Their phone number is 432-5153.”
- “Support for programming on KBRP and kbrpradio.com comes from Cochise College, offering a variety of technical training and transfer degree programs at their campuses in Douglas and Sierra Vista. The college provides classes and enrichment opportunities at other community sites including a selection of online classes. Cochise College is available by phone at 515-0500 and online at COCHISE dot E-D-U.”

### ***Streaming Support on KBRP:***

KBRP streams live on the internet 24 hours/day, 7 days/week at kbrpradio.com. The costs for live streaming are offset by our listeners and business donations. We will provide live, on-air announcements to acknowledge your streaming support. No more than 50 words total.

### ***Example of Streaming Support on KBRP:***

- “Streaming on 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**

The Bisbee Radio Project, Inc.  
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### **Rates**

- \* \$500 for a 12-month commitment paid in full
- \* \$270 for a 6-month commitment paid in full
- \* \$180 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 announcements on KBRP radio 96.1 FM
- Regular pre-recorded announcements on KBRP radio 96.1 FM
- Your business logo on our website kbrpradio.com
- A link to your business website on kbrpradio.com
- Know that you are supporting volunteer-run, community radio in Bisbee

### **Currently:**

A 12-month sponsorship will give you approximately 700 on-air mentions.  
A 6-month sponsorship will give you approximately 350 on-air mentions.  
A 3-month sponsorship will give you approximately 175 on-air mentions.

### **KBRP Streaming Support**

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

- \$25 for 7 days of live and pre-recorded DJ announcements
- Announcement must be less than 50 words in length
- Scheduling is first come, first served. Only one sponsor will be on-air per week
- We require at least 7 days advance notice to schedule your announcement
- Your announcement will be read on the air 40-50 times during the week

# KBRP Underwriting Agreement

The Bisbee Radio Project, Inc.  
KBRP 96.1 FM



\_\_\_\_\_, Hereinafter referred to as Underwriter, agrees to provide funding in the amount of \$\_\_\_\_\_ to The Bisbee Radio Project, Inc., hereinafter referred to as KBRP, to underwrite programming on KBRP.

Underwriting to begin on \_\_\_\_\_ and end \_\_\_\_\_

The underwriting fee will be payable as follows:

- \_\_\_\_\_ \$500 for a 12-month underwriting commitment paid in full
- \_\_\_\_\_ \$270 for a 6-month underwriting commitment paid in full
- \_\_\_\_\_ \$180 for a 3-month underwriting commitment paid in full
- \_\_\_\_\_ \$25 for 1-week streaming support 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. Active links will direct people to your website or Facebook page. 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:

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

Credit/Debit# \_\_\_\_\_ Exp. \_\_\_\_\_ Security \_\_\_\_\_

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

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

*(leave bottom receipt with underwriter)*

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For: The Bisbee Radio Project, Inc., dba KBRP

Address: PO Box 1501, Bisbee, Arizona 85603

Phone: 520-432-1400

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

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

From Underwriter \_\_\_\_\_

*Thank you for supporting Community Radio. KBRP is a not-for-profit 501(c)3 corporation.*

*All donations are tax deductible. The Bisbee Radio Project, Inc. EIN # 860904572*