



Impact Sponsor (revised 05.23.17)

Christian Radio Audience

Did you know that KAMB is a non-commercial listener and community supported ministry? In addition to the faithful support of our listeners, we also are deeply grateful that various businesses, non-profit organizations and ministries that also support the outreach of *Celebration Radio*.

KAMB cannot sell advertising. But perhaps you've heard us thanking some of our Impact Sponsors on the air or seen their banner ads on our website! Impact Sponsors are listeners that believe in our mission and want to help ensure that lives are being impacted for *Christ* each day over the airwaves of Central CA on 101.5, KAMB.

We really believe that your organization could benefit by being introduced to KAMB's 75,000 plus weekly listeners. Can you imagine having that many folks hearing about your organization every week?

KAMB's Business and Non Profit Impact Sponsorships - our way of saying "*Thank You*" for your monthly support of *Celebration Radio, 101.5 KAMB*.

Deliver Your Message with Greater Efficiency and Frequency

Because KAMB is listener supported, the cost of marketing on KAMB is lower than on commercial stations. Your business can begin a long term relationship with our base of *loyal and pro-active listeners*, many of whom are business and community leaders. Our commitment is to go far beyond the transaction - our goal is community transformation through businesses, churches and families. KAMB has been an encouraging place on the dial for *47 years!*

Your Marketing Messages Stand Out on KAMB

Our practice of airing a limited number of announcements per hour produces a clutter free environment. Your message will stand out. Ironically for all the time, money and energy put into regular radio commercials, research shows that shorter messages that produce "top of mind" awareness are more successful in reaching the audience. Think about it, do you tune out when a station goes into a long commercial break? Our strategy of on-air and on-line promotion has proven very successful. We look forward to building a long term relationship with you and help you grow your business. Feel free to contact us with any questions or of course, to get started!

Kevin Walker

Sponsorship Director

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I'm Interested - Tell Me More....

KAMB is licensed by the FCC as a non-commercial station. We cannot air traditional advertisements like commercial radio stations. We can, however air **announcements thanking businesses** for their support. We can say *who* you are, and *where* you are...

Your announcements will be approximately 15 seconds in length, and can air 7 days a week for the entire duration of your agreement depending on the giving level you choose. They can include your Business name *and* one or two of the following items: address, website, phone, and brief *non-promotional* description of products and services.

We are **NOT ALLOWED** to offer: Price information, incentives to buy, calls to action, or promotional language.

To start the process, we require your first month's donation and production fee. We *prefer* that you commit to a minimum of six (6) or twelve (12) months, and ask that you consider payment / donation via EFT to save us stamps and paper! Otherwise, arrangements can be made to send you a reminder the first week of every month, upon request.

An additional production fee will be required each time an announcement is updated.

On Air Opportunities

A. KAMB's Tiered Level Giving

- **Bronze Impact Sponsorship** for your gift of **\$150 per month** you'll receive 10, :15 - :20 second *Thank You* announcements per month or approximately 2 per week.
- **Silver Impact Sponsorship** for your gift of **\$250 per month** you'll receive 18, :15 - :20 second *Thank You* announcements per month or approximately 4 per week.
- **Gold Impact Sponsorship** for your gift of **\$500 or more per month** you'll receive 28, :30 second *announcements* per month or 7 per week.

Your company will also be placed in our on-line business directory.

- B. \$75 per week - "**Your**" company logo on the front page of the KAMB website with a link to your site. (www.CelebrationRadio.com)
- C. \$150 per week - KAMB offers News Sponsorships during the morning drive. News Sponsorships are placed in our rotation that air prior to the newscast Monday – Friday 6am – 8:30am.
- D. \$125 per week - KAMB offers Weather Sponsorships during the morning and afternoon drive times. Weather Sponsorships are placed in our rotation that air between 6am – 8pm, 7 days a week.

To get started you can call Kevin Walker for a plan that fits your business and budget!

Production Schedule

Announcements will begin 1 week after agreement is signed and initial donation is received. To view current Impact Partners, go to www.celebrationradio.com

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