Church / Non-Profit Impact Sponsor *(revised 06.02.16 web)*

Christian Radio Audience

As a non-profit organization, KAMB can communicate your message to our LARGE and LOYAL audience. With a signal that covers Central California from Stockton to Fresno, KAMB delivers listeners who are the best educated, most affluent and active listeners in all of radio. We would love to have the opportunity to talk with you regarding how you can brand your organization as family friendly, and make our listeners aware of it. Christian radio is the format with the most "time spent listening" - or TSL. Unlike other radio listeners, KAMB listeners tend to listen to KAMB a majority of the time.

Deliver Your Message with Greater Efficiency and Frequency

KAMB is listener and community supported and offers you a great value. 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 48 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 organization. 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 and non profit organizations** for their support. We can say *who* you are, and *where* you are...

Your Church/Non-Profit Impact Sponsor *Thank You* announcements will be approximately fifteen (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 Church, Organization, or Ministry 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 ***(Ask us about our monthly donation rates)***

- ***Bronze Impact Sponsorship*** for your monthly gift you'll receive 10, :15 -: 20 second *Thank You* announcements per month or approximately 2-3 per week.
- ***Silver Impact Sponsorship*** for your monthly gift you'll receive 18, :15 - :20 second *Thank You* announcements per month or approximately 3 per week.
- ***Gold Impact Sponsorship*** for your monthly gift you'll receive 28, **:*30 second announcements*** per month or 7 per week.

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

Ala Cart Options

B. "Your" organization logo on the home page of the KAMB website with a link to your site. ***(CelebrationRadio.com) Ask us about our weekly donation rates.***

C. News Sponsorships during the morning drive. News Sponsorships are placed in our rotation that air prior to the newscast Monday – Friday 6am – 8:30am. ***Ask us about our weekly donation rates.***

D. Weather Sponsorships during the morning and afternoon drive times. Weather Sponsorships are placed in our rotation that air between 5am – 10pm, 7 days a week. ***Ask us about our weekly donation rates.***

E. Customized **30 second announcement packages** are available for your non-profit organization. **Please ask us about KAMB's per announcement donation rate.** Packages begin with a minimum of 10 announcements. There is also a minimal production fee to produce your announcements.

To get started call Tim Land for a plan that fits your organization and budget!

Production Schedule

Announcements will begin 1 week after agreement is signed and initial donation is received. To view current Impact Sponsors, go to *celebrationradio.com.* **(NPIS revised 06.02.16 web)**