



Grants Read Packages for 2021

Donations to KURE are an economical way to expose your business and support the community you serve, as all KURE grants are tax-deductible. Since KURE is a non-profit organization, we do not 'sell' airtime. Any airtime given to businesses is contracted by grant, a tax-deductible donation (underwriting).

Grant packages are developed individually to accommodate your business as effectively as possible. Grant reads are allocated in fifteen to thirty-second segments and are typically priced at \$3 per grant mention. The amount of the grant package is based on the amount of the donation, which has ranged from \$50 to \$400 in the past.

A grant is an acknowledgment of a monetary donation or donation in kind. The intent of these messages is to identify, not promote, the donor. Being a noncommercial radio station whose funding primarily comes from Iowa State University, KURE is considered a student club and not allowed to advertise in accordance with University and FCC regulations.

A grant can include:

- The Business name and location
- Neutral Slogans
- Brand Names

Grants may not include:

- Comparisons between businesses and products.
- Calls to action
- Superlatives such as 'best', 'largest', or 'most.'

Below is an example of a grant mention:

"A portion of KURE's programming is being brought to you by a grant from Cy's Café, located at 123 Iowa Street. Cy's Café offers a variety of specialty burgers, salads, and soft drinks. That's Cy's Café, located at 123 Iowa Street, phone number 555-1234."

With your sponsorship, KURE can help you succeed in reaching your target audience. The customers you wish to attract are our listening audience, and with a variety of shows you will inevitably receive exposure to your customers, and enhance your business by utilizing KURE's services.

KURE offers a variety of different donation tiers for interested businesses.

Each donation tier represents a 3 month long contract with KURE, starting on the date of first-air. For example, Business A would like grant reads through the course of a full year at the Silver tier. The Silver tier includes 10 15-second long grant reads each week, and is priced at \$75/80/90 per 3 months. Business A would like to make a monetary donation. This means Business A's year long contract will require a \$300 cash donation for 520 total grant reads, a \$1,260 savings.

The 50/50 tier offers a way for businesses to donate in the form of both a monetary donation and an in kind donation. You may donate any combination of these two forms of donation unless otherwise specified.

Donation of:	<u>Cash</u>	<u>50/50</u>	<u>In Kind</u>
Bronze	\$50 - 5 15-second grant reads each week at the 59th minute of the hour - Grant reads are not strictly timed, and may occur any time during KURE's 24/7 broadcast.	\$50	\$50
Silver	\$75 - 10 15-second grant reads each week at the 59th minute of the hour - Grant reads are not strictly timed, and may occur any time during KURE's 24/7 broadcast.	\$80	\$90
Gold	\$125 - 20 15-second grant reads each week at the 59th minute of the hour - Grant reads are not strictly timed, and may occur any time during KURE's 24/7 broadcast.	\$140	\$150
Platinum	\$300 - 30 15-second grant reads each week at the 0th minute of the hour - Grant reads in the Platinum package are strictly timed at your discretion. This means you may effectively select which hours you'd like your grant reads to be played.	\$350 (\$200+ in cash)	\$300

KURE is extremely open to modifications to our grant packages. Please contact us for options—we're always willing to work with you!

Grants for Kaleidoquiz 2021

What is Kaleidoquiz? Kaleidoquiz is a 26-hour spring quiz event that KURE has planned and put on for the last 49 years. The main part of the contest is trivia questions read over the air every six minutes, but the event also includes scavenger hunts, creative and physical events, mental challenges, and a traveling question. Last year we estimated that there were about 1000 participants and 2000 listeners. Kaleidoquiz is a huge undertaking and we look for support from area businesses. We are looking for everything from cash donations, to in-kind donations of either food to feed our hungry and sleep-deprived staff, or goods or gift certificates to give to teams as prizes for the competition. We read grants between questions to ensure listenership and as much impact as possible during Kaleidoquiz. For the event we generally start donations at \$50 and with higher donations there are added on-air exposure opportunities.

Donation of: Cash

Bronze \$50
- Business name on the sponsor list, read once an hour

Silver \$85
- Business name on the sponsor list, read once an hour
- Top of the hour grant read rotation (2 reads total)
- 20 grant reads on KURE after KQ

Gold \$160
- Business name on the sponsor list, read once an hour
- Top and bottom of the hour grant read rotation (3 reads total)
- 40 grant reads on KURE after KQ

Platinum \$300
- Business name on the sponsor list, read once an hour
- Top and bottom of the hour grant read rotation
- Second bottom of the hour rotation (4 reads total)
- 60 grant reads on KURE after KQ

Platinum + \$350
- All the perks of Platinum
- 40 additional grant reads on KURE after KQ (100 total)
- Inclusion of business as part of a KQ event

The Alexis J. Renderos Package (AKA the Cobalt Package) \$88.5
- Business name on the sponsor list, read once an hour
- Top of the hour grant read rotation (4 reads total)
- 10 grant reads on KURE after KQ