

# Event Sponsorship Packages

## ABOUT SPONSORSHIP

Program sponsorship is an excellent way to reach the attractive KRCU audience and deliver your message in an environment free of clutter. Local sponsorship messages are broadcast one at a time. Your message is not grouped with others in a cluster. Breaks in programming for sponsorship messages and station announcements are very short, so there is virtually no "tune-out" factor.

## COMMUNITY MINDED

KRCU listeners see our underwriters as **community-minded businesses**. National surveys indicate that seven out of ten will choose to patronize one of our sponsors versus a competitor.

## ABOUT US

KRCU at Southeast Missouri  
State University  
90.9 FM • Cape Girardeau  
88.9 FM • Ste. Genevieve,  
Farmington

One University Plaza, MS 0300  
Cape Girardeau, Missouri 63701  
(573) 651-5070 | (888) 651-5070  
www.krcu.org  
Serena Building 205

If your organization or business is looking to promote an upcoming event or performance, KRCU public radio has a great sponsorship opportunity. We offer two effective packages:

**Option 1:** A two-week run that includes 28 sponsorship announcements – two spots per day for 14 days.

\*The two-week time duration is flexible. If you would like to purchase this package with the 28 spots, and have four spots a day for one-week, that is acceptable.

**Cost:** Two-week run is **\$300** (savings of \$236)  
**Actual value:** Two-week run is \$536

**Option 2:** A four-week run that includes 56 sponsorship announcements – two spots per day for 28 days.

\*The four-week time duration is flexible. If you would like to purchase this package with the 56 spots, and have four spots a day for two-weeks, that is acceptable.

**Cost:** Four-week run is **\$550** (savings of \$522)  
**Actual value:** Four-week run is \$1072

Announcements for both options run per the following schedule:

Monday thru Friday

- One spot during *Morning Edition* 5:00 to 9:00 a.m.
- One spot during *All Things Considered* 4:00 to 6:30 p.m.

Weekend

- **Saturday** – Two spots during Day Rotation 7:00 a.m. to 8:00 p.m.
- **Sunday** – Two spots during Day Rotation 7:00 a.m. to 6:00 p.m.

Sponsorship of programming on KRCU is an effective way to promote your upcoming event. For more information, please call KRCU Development Director, Amanda Lincoln at (573) 651-5078 or send an email to [alincoln@semo.edu](mailto:alincoln@semo.edu).

