



KNKX delivers excellence in jazz, blues and news with stories that inspire, inform and connect our community.

THE PROJECT

KNKX partners with local organization Northwest Harvest to support their Three Squares program. This program gives backpacks filled with nonperishable food to kids that do not have a stable source of food for the weekend. In past years, KNKX has been able to provide 1,700 backpacks to this program greatly increasing Northwest Harvest's impact greater during a high time of need (winter months).

This on-air drive begins on November 21st and will conclude on December 14th. The main focus days being December 5th and 6th with team pitching from 6am-10pm both days and special features by the Northwest Harvest CEO, Thomas Reynolds. The drive gives donors the thank you gift of the backpack donation (rather than the usual mug, shirt, bag option). For every \$100 that a donor or donor give, KNKX gives the thank you item (backpack filled with non-perishable items) to Northwest Harvest.

THE BUDGET

	Backpacks	Amount per item	Total cost
Day 1	1700	\$10	\$17,000
Day 2	1700	\$10	\$17,000
Drive Total	3400		\$34,000

This budget outlines the hard costs for the backpacks only. The cost was created based on the vendor currently utilized for this event.

SAMPLE ON-AIR PROMOTION

FOR THE THIRD YEAR IN A ROW, KNKX IS PARTNERING WITH NORTHWEST HARVEST FOR THE SEASON OF GIVING. YOUR \$100 GIFT BEFORE MIDNIGHT ON DECEMBER 6TH WILL NOT ONLY SUPPORT JAZZ, NEWS, AND BLUES ON KNKX. IT WILL ALSO HELP US FILL A BACKPACK WITH NUTRITIOUS, KID-FRIENDLY FOOD FOR THE NORTHWEST HARVEST THREE SQUARES PROGRAM. **HUGE THANK YOU TO _____ FOR BEING OUR PARTNER IN FEEDING HUNGRY CHILDREN IN WASHINGTON BY COVERING THE COST OF THE BACKPACKS!** SUPPORT HUNGER RELIEF IN OUR COMMUNITY AND PRESERVE THE PROGRAMS YOU LOVE WITH YOUR GENEROUS GIFT TODAY AT KNKX DOT ORG.



LISTENER REACH

KNKX operates a network of 12 radio signals that cover Western Washington and reaches 325,000 listeners weekly. In addition to on air signal, our online streaming platform and Jazz24 (24 hour jazz streaming) reaches 350,000 listeners monthly online. For the duration of the backpack drive, we will have an estimated 325,000 listeners and historically have _____ responses to this drive.

We anticipate _____ of on-air recognition of the partnership with you, Northwest Harvest and KNKX which is equivalent to a \$_____ underwriting agreement.

COMMUNITY IMPACT

The Northwest Harvest Three Squares backpack program feeds hungry children in up to 50 high-need public schools, providing food in nine school districts across Washington: King County, Pierce County, Yakima County, Spokane County, Grays Harbor Country and Grant County. The program offers nutritious, kid-friendly, supplemental food for children with limited food resources outside of school.

Hungry children are not able to concentrate on learning, are sick more often and have more behavior problems than well-nourished children. This program makes a tremendous impact and supports a program that works directly with schools to distribute food directly to the students.

