



Business Matching Partnership

*Making your investment in
public radio go a little further*



A WKMS Business Matching Partnership is an exciting and effective way to **leverage your brand and build goodwill in your community**, while also increasing support for a nonprofit public radio service that provides free access to reliable news, arts and culture, and civil discourse for everyone.

During our on-air fund drives, we partner with local businesses to encourage listeners to donate, because their contributions are being "matched." Listeners definitely hear and act upon these partnership offers! ***Fund Drives are a powerful time to be heard on WKMS!***

Benefits to you:

- **Link to your website** on wkms.org & highlight in a WKMS fundraiser enewsletter
- **TONS of on-air mentions** during fund drive when your business match is presented
- Schedule of discounted on-air spots to **promote your brand** (choose one of the levels below)

Visionary Level: \$5000 Match

- 1 daytime (6a - 7pm) spot everyday for an entire year on both WKMS & WKMS Classical...
That's 730 on-air mentions!

Producer Level: \$2500 Match

- Your choice of: 136 primetime, 167 daytime, or 215 run-of-schedule spots

Broadcaster Level: \$1500 Match

- Your choice of: 75 primetime, 92 daytime, or 118 run-of-schedule spots

Guest Host Level: \$1000 Match

- Your choice of: 48 primetime, 58 daytime, or 75 run-of-schedule spots

Station Friend Level: \$500 Match

- Your choice of: 22 primetime, 28 daytime, or 36 run-of-schedule spots