



# American River Folk Society/KFOK 95.1 FM

## UNDERWRITING OPPORTUNITIES

Much of the funding for KFOK Community Radio, a nonprofit community radio station under the licensing of the American River Folk Society, comes from financial contributions by individuals, businesses, and organizations. When you underwrite KFOK programming, you help support an important community resource and cultural asset while providing yourself with a unique marketing tool at the same time.

Some of the obvious benefits follow:

1. An association with KFOK Community Radio programming strengthens public perception of your commitment to the community.
2. By fostering improvements and broadcast expansion at KFOK through underwriting, you directly increase the listening audience and potential target market for your goods and services.
3. Underwriters are mentioned regularly on the air with our thanks for your support. We mention your name, address, and contact information and the goods and services, if any, that you provide.
4. We provide you with an opportunity to reach a targeted audience based on the wide variety of formats for individual shows: Underwriting options can include sponsorship of specialty programs such as folk, jazz, blues, rock, or Christian music, or public-affairs programs about aging, science, etc.
5. Your business also will be featured on the KFOK website with the information you provide.

We have **Quarterly** rates of \$95.10 or discounted rates paid **Semi-annually** at \$180 or **Annually** at \$350. This includes a minimum of two on-air mentions per hour, twice a week.

For those interested in joining ARFS and underwriting on KFOK, please see the enclosed membership form for options.

Gain community exposure while supporting the American River Folk Society and your community radio station.

### HOW DO I SIGN UP?

Speak with your favorite KFOK broadcaster, who will help you with any information you might need. Or visit [www.kfok.org/become-an-underwriter](http://www.kfok.org/become-an-underwriter) for more information. Then, just complete an Underwriting Agreement and mail it to us with a check or via Pay Pal in the amount of your chosen underwriting option. Please allow 1–4 weeks for KFOK to process your underwriting agreement and get your announcement on the air. Underwriting announcements are updated monthly on the first of each month. We will send you a renewal reminder so you can continue your support. We appreciate your contribution.

Thank you for your support,

The Broadcasters at KFOK Community Radio

# KFOK UNDERWRITING AGREEMENT

KFOK COMMUNITY RADIO 95.1 FM - P.O. Box 4238, Georgetown, Ca. 95634  
 Phone: (530) 333-4335 - E-mail: [underwriting@kfok.org](mailto:underwriting@kfok.org)

PLEASE PRINT Today's Date: \_\_\_\_\_ KFOK Contact: \_\_\_\_\_

<b>BUSINESS or ORGANIZATION NAME</b>		
<b>CONTACT NAME</b>		
<b>BILLING ADDRESS</b>		
<b>TELEPHONE NUMBER</b>	(     )	
<b>FAX NUMBER</b>	(     )	
<b>E-MAIL ADDRESS</b>		
<b>TERMS OF AGREEMENT</b>	<b>\$ 95.10 Quarterly Package    \$300 Minimum Quarterly Corporate Rate</b> <b>\$180 Semi-annually            \$350 Annually</b> Underwriting Committee Pre-Approved Fee Waiver for goods or services received	
<b>BILLING CYCLE</b>	<input type="checkbox"/> Quarterly <input type="checkbox"/> Annually <input type="checkbox"/> Other	
<b>ANNOUNCEMENT ON-AIR DATES</b> To be filled out when announcement cycle begins (please allow 1-4 weeks)	<u>Start Date</u>	<u>Renewal Date</u>
<b>AMOUNT PAID</b>	\$	Via Pay Pal Check #
<b>PROPOSED TEXT FOR UNDERWRITING ANNOUNCEMENT</b> (30 words or less... Please see Provision # 5 below)	(Use reverse side if you need more space)	

**Provisions**

1. The license for KFOK is held by the **American River Folk Society**, a 501(c) 3 non-profit organization.
2. KFOK is licensed by the FCC as a non-commercial LPFM broadcaster, and as such will comply with all FCC regulations appropriate to such licensing.
3. Underwriters of KFOK do not have authority to exercise any control over the programming or policies of KFOK, shared programs of KFOK, live remote broadcasting or any other content.
4. KFOK reserves the right to decline underwriting to businesses, organizations, and individuals for any reason.
5. KFOK reserves the right to edit underwriting text to insure compliance with FCC regulations.
6. Programs may have more than one underwriter. KFOK will make every effort to insure against businesses of the same type underwriting the same broadcast hour.
7. Underwriting fees are due at the signing of this agreement. If fees are not received before the renewal date, it will result in cancellation of this agreement and on-air mentions associated with same.

**Underwriter** \_\_\_\_\_ **Date** \_\_\_\_\_

**KFOK Representative** \_\_\_\_\_ **Date** \_\_\_\_\_