

# Valley 103.1 Community Radio



## Sponsorship Information

Thank you for your interest in becoming a Valley 103.1 Community Radio sponsor.

Valley 103.1 FM is a community-based volunteer 100-watt Low Power FM (LPFM) radio station providing programming content for Carnation, Duvall and parts of Redmond Ridge. A 501(c)3 nonprofit organization, Valley 103.1 is a community supported radio station residing in the lower Snoqualmie valley, east of Redmond, WA. Valley 103.1 strives to provide a mix of music, talk, news, local culture, agricultural, educational, fine arts, and specialty programming to name a few. Valley 103.1 is managed by a board of directors and many local volunteers. Shows will be locally produced and performed by creative people.

### General Sponsorships

The following category levels are provided under the classification of general station sponsorships. These sponsor grants are used to pay for station operating expenses, equipment repairs, emergency expenses, etc. They are not used for personnel expenses like salaries, benefits, or staffing:

Diamond .....	\$10,000	Platinum .....	\$7,000	Gold .....	\$5,000	Silver.....	\$3,000
Bronze .....	\$1,000	Emerald .....	\$ 500	Ruby .....	\$ 250	Pearl .....	\$ 100

This sponsorship program is specific to those individuals, businesses, and corporations who appreciate the value of community radio and are wanting to contribute in order to support Valley 103.1's mission. Large sponsorship grants are vital to our nonprofit community service mission for many reasons:

1. Sponsorships minimize the amount of airtime we need to devote to underwriting. This keeps us from sounding like a commercial radio station.
2. Sponsorships greatly reduce the amount of time needed for fundraising, providing our volunteers with more time to devote to quality programming development as well as just running the radio station.
3. Sponsorships provide the financial resources for capital purchases like new equipment, while helping to fund operations, and recurring costs.

### Sponsor Benefits

Sponsors are listed on our website sponsor page; Facebook page, receive on-air recognition during your choice of programming for one year; and Valley 103.1 selected merchandise. Sponsorships are donating to a 501(c)3 nonprofit organization and are tax-deductible as allowed by law.

- All Gold (\$5,000), Platinum (\$7,500), and Diamond (\$10,000) sponsors will be permanently recognized by Valley 103.1 with inclusion on the web site and Facebook pages as well as inclusion on a plaque residing at the studio.
- You are investing in a local community media that supports local businesses, artists, and other organizations doing work in the valley! Valley 103.1 will create a platform for folk to connect with each other. Your support helps shape a media platform that will continue to promote local

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events, innovative business efforts, musicians, artists, social movements, and issues impacting your community on a daily level.

### **Sponsorship Types**

Sponsorship can be related to specific needs like new equipment, music licensing, internship and educational related expenses; or can be general in nature.

## Valley 103.1 Sponsorship Information

### First Year Sponsorship Opportunities

Valley 103.1 wants to highlight and emphasize all the first-year sponsors. All the 2017 first year Sponsors will have the “Founding” designation associated with their level of sponsorship. For example, an Emerald sponsor will be referred and designated as “Founding Emerald Sponsor”. This designation will be for the life of the station. First year sponsor benefits will include one monthly mention (spot) through the end of 2018.

### Sponsorship Opportunities with Valley 103.1

Item	Purpose	Amount	Category
Mixer	Audio control, mixes different audio sources and sends the audio to the transmitter	\$ 3,000	Silver
CD Player – 1	For playing CD's	\$ 350	Ruby
CD Player – 2	For playing CD's	\$ 350	Ruby
CD Player – 3	For playing CD's	\$ 350	Ruby
Turntable – 1	For playing vinyl records	\$ 600	Emerald
Turntable – 2	For playing vinyl records	\$ 600	Emerald
Digital record/playback	For recording voice and music and converting it to digital audio	\$ 250	Ruby
Microphone - 1	For voice and speaking live on air	\$ 250	Ruby
Microphone - 1	For voice and speaking live on air	\$ 250	Ruby
Boom for Mic	Holds the mike in place	\$ 100	Pearl
Console/Cabinetry	Cabinets for equipment	\$ 2,000	Double Bronze
BMI Music License	Non-profit organization collecting royalties for radio stations to play music	\$ 350	Ruby
ASCAP Music License	Music license to play in public	\$ 280	Ruby
SESAC Music License	Music License for performance	\$ 150	Pearl
NFCB Membership	National Federation of Community Broadcasters. Required organization for LPFM stations	\$ 500	Emerald
Internet Service	Provide internet service from transmission site. Also, internet service at studio	\$250	Ruby
On-Line Streaming Service			
Secure network connection – VPN access	Secure connectivity to and from the studio and the transmission site	\$1,500	Bronze
Computers for Studio	Modern computers for programming and broadcasting purposes – multiple computers	\$3,500	Silver
Remote broadcast equipment	Equipment for ability to do remote broadcasting such sporting events and city events	\$5,000	Gold
Production Studio Equipment	A separate production recording studio would greatly increase our ability to produce local programming	\$ 5,000	Gold
Antenna Mast	Pole to host the antenna	\$ 1,000	Bronze
Branded promotional items	Bumper stickers, tee-shirts, coffee mugs, hats, window clings, decals, etc	\$3,500	Silver

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Emergency Alert System Decoder	FCC required equipment	3,500	Silver
Studio Rent	Monthly studio rent estimate	\$1,500/Mo. (\$18,000/yr)	Bronze/Diamond
Studio Furniture	Sound deadening wall foam panels, announcer desks, equipment racks	\$3,000	Silver
Ship Container	Container used as the transmission site and securely house the equipment as well as the emergency studio.	\$3,000	Silver