

# Sponsorship Program Packet



**KWTS-FM**

**West Texas A&M University**

**WTAMU BOX 61514**

**Canyon, Texas 79016**

**(806) 651-2797**

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**[kwts@mail.wtamu.edu](mailto:kwts@mail.wtamu.edu)**

**[www.wtamu.edu/kwts](http://www.wtamu.edu/kwts)**

## **Donor Recognition Program**

KWTS is an educational radio station located on the campus of West Texas A&M University. KWTS was the first radio station of its kind in Randall County when it first signed on in 1971. Serving Canyon and the immediate area, 91.1 was designed to educate students in the field of broadcasting. In recent years, the program has increased tremendously, causing us to expand to a 24-hour broadcasting schedule. In September of 1998, we upgraded our signal allowing 91.1 to be heard throughout nine counties of the Panhandle. The expansion benefits both our students and our sponsors.

KWTS-FM is a student run facility featuring college rock, news, sports, and special programming that is created and managed totally by WT students. The station is located in the new, state of the art Sybil B. Harrington Fine Arts Complex that features top of the line equipment in audio and video production. The hands-on experience provided by KWTS and WT Broadcasting provides qualified graduates to the Canyon/Amarillo radio, television, film, advertising and public relations market.

University funding is combined with underwriting to support the station, helping make each student's education as complete as possible. Your gift as a sponsor goes much further than the public support it shows; it gives students a chance to experience the radio market in a real way and prepares them for the challenges they will face in the future.

You will also receive quality production to support your business. Because we are non-profit organization, your donation to our station puts your name out in the public more times dollar for dollar than with a commercial station. Moreover, your donation is tax deductible.

With increasing costs and an ever-changing marketplace, KWTS is ready to meet the challenge. Your sponsorship makes everything we do possible. Please give serious consideration to our station, our students and their future.



## West Texas A&M University

### Supporting Programming on KWTS

Our underwriting representative can help you choose the packet within your budget that can best benefit you and your business. Let us work with you!

#### Rates

\$500	Semester Benefactor – 75 spots and one live remote sponsorship
\$375	Programming Benefactor – 50 spots
\$250	Broadcasting Patron – 35 spots
\$175	Sponsor – 20 spots

#### Live Remotes

\$50	One hour of live broadcasting sponsorship
\$85	Two hours of live broadcasting sponsorship
\$500	Sponsorship of one live remote broadcast each week of the semester

#### Special Shows

You may elect to sponsor one of our special shows. For \$250, your business will definitely get its money's worth.

We are in school for 14 weeks during each semester. Each special show is on once a week for two or three hours. Each spot is played an average of three times per hour, and the DJ will mention your business' name each time they go on the mic.

Your business will receive 35 *additional* underwriting spots during regular programming. This totals over 119 spots averaging **\$2.10 per spot**. Compare this to what you would pay for commercial advertising, and we think you will be pleasantly surprised. This allows you to closer target your customers.

## Special Sponsorship

### Nooner Sponsor

- \$250
  - All Request Nooner
  - Sponsor of the All Request Nooner, Monday through Friday, 12 to 1 PM. The sponsor will get 35, :30 second underwriting spots on general run of the station and special sponsor sweepers for the nooner hour.

### 2 For 2 At 2

- \$250
  - Playing 2 songs by the same artist back to back
  - Sponsor of the 2 For 2 At 2, every Tuesday and Thursday, 2 PM to 3PM. The sponsor will get 35, :30 second underwriting spots on general run of the station and special sponsor sweepers for the 2 For 2 At 2.

### 91 Minutes of Music

- \$250
  - Playing 91 Minutes of Music, break free
  - Sponsor of 91 Minutes of Music, Monday through Friday, 3 PM to 4:30 PM. The sponsor will get 35, :30 second underwriting spots on general run of the station and special sponsor sweepers for 91 Minutes of Music.

### Friday Flashback

- \$250
  - Playing College Classics for two hours
  - Sponsor of Friday Flashback, Fridays, 1 PM to 3 PM. The sponsor will get 35, :30 second underwriting spots on general run of the station and special sponsor sweepers for Friday Flashback.

### Sports Sponsorship

- \$250
  - Playing :30 underwriting spots during sports broadcasts which include women's and men's basketball, women's volleyball, women's and men's soccer, women's softball and men's baseball.

## Sports Liners

- \$150
  - Reading liners about your business two times during all broadcast games for women's and men's basketball, women's volleyball, women's and men's soccer, women's softball and men's baseball.

## Weather Sponsor

- \$500
  - Sponsor of the daily weather reports
  - Will play twice an hour daily from 9 AM to 5 PM
  - The sponsor will get 35, :30 second underwriting spots on general run of the station



Another addition to 91.1 is our website which keeps our listeners in touch with the station and updates them on upcoming events. Most importantly for you, it provides a link to your business website and gives you more exposure on the World Wide Web.

This is just another added bonus to sponsoring KWTS.

Check out our website for more information on:

KWTS staff teams and pictures

Sponsor website links

WTAMU campus and community service events

On-Air Schedule

Special Show information

Promotions Page

Music Page

Sports Page

Awards Page

National Broadcasting Society Site

# **KWTS is now heard all over the world!!**

Anyone in the world can now listen to KWTS, The One, 91.1. By logging on to our website, [www.wtamu.edu/kwts](http://www.wtamu.edu/kwts) and clicking on the Listen Live Icon listeners will be logged into a live stream of the station. That means that now your company's spots will be heard world wide!

## **91.1 KWTS WTAMU Broadcasting Awards**

The students involved with The One, 91.1 and other broadcasting areas work hard and spend countless hours producing broadcast-quality work. These students are also involved in a variety of community service and promotional projects. These efforts have been recognized many times across campus, regionally and nationally.

Here is a partial list of community service, regional and national awards the students at The One, 91.1 have accumulated.

### **Community Service**

65 Roses – A benefit for Cystic Fibrosis Foundation  
9/11 Celebration – Freedom Tree  
Adopt-A-Highway  
Big Brothers Big Sisters  
Eveline Rivers Christmas Project  
Habitat for Humanity  
High Plains Canned Food Drive  
Martha's Home  
PASO – Panhandle Aids Support Organization  
Ronald McDonald House  
WT Campus Clean Up  
WT Carol of Lights  
WT Salute  
WT Work-A-Thon

## **National Broadcasting Society**

The WT Chapter of the National Broadcasting Society was formed in 1999 and started with just 4 members. The chapter now has over 70 members

### **Regional Awards**

More than our sister states and competitors; Arkansas, Louisiana, and Oklahoma, 10 times over....that boils down to MORE THAN 300 regional awards!!

### **National Awards**

54

More than all other WT organizations COMBINED!

AERho Honor Society – This is a National Broadcasting Society honor society, with many inductees every semester.

Model Chapter – We hold the national record and national awards.

Community Service – We hold the national record and national awards.

### **Campus Awards**

Presidential Order of the Silver Buffalo – 5 out of 6

Dean's Roundtable – Multiple Outstanding Organizational Awards

Presidents Community Service Awards

## **KWTS Coverage Area**

The KWTS coverage area includes the following counties:

Armstrong    Briscoe    Carson

Castro        Deaf Smith    Oldham

Potter         Randall        Swisher

### **And the following communities:**

Amarillo    Bushland    Canyon    Claude

Cliffside    Conway     Dawn      Happy

Hereford    Lake Tanglewood    Lakeview

Nazareth    Tulia        Umbarger    Vega

Vigo-park    Washburn    Wayside    Wildorado

To: Valued Underwriter

From: Dr. Leigh Browning, Director of Broadcasting

Thank you so much for your support of higher education. The students at KWTS, 91.1 FM work very hard to polish their skills in order to become effective communicators of tomorrow in this competitive media world. Your support is most appreciated.

I was told that you are interested in our demographics and audience penetration. Our demographics are 12-34 male and female listeners. We have a reach of over 9 counties with primary coverage in Canyon and Amarillo. This station is licensed by the Texas A&M University System and operated by West Texas A&M University.

Due to the fact that we are a non-commercial, college radio station, we do not participate in the annual Arbitron Ratings System. It should be noted, however, that because a significant number of our graduates work for Amarillo radio stations, we get to see ratings for each ratings period. KWTS consistently shows up on the ratings without even participating. In the summer of 2001 (summer book available for viewing) KWTS was listed in every breakdown of the 12-34 demographic. We are proud of your association with budding media professionals. The latest Arbitron radio ratings indicate the same level of penetration for KWTS, with an increase during our special programming segments. (2008)

I would like to mention that KWTS is a nationally ranked and recognized radio station operation. Our list of local, state, regional, and national championships since 1998 are too numerous to mention. I assure you, these students are worth your investment.

If I can answer any more questions, do not hesitate to contact me. Thank you again for your support.

Sincerely,

Leigh Browning, Ph.D.  
[lbrowning@mail.wtamu.edu](mailto:lbrowning@mail.wtamu.edu)

# KWTS Sponsors

By joining the KWTS sponsors list, you will join a great group of businesses who have chosen to sponsor The One, 91.1. As an added bonus for being one of our sponsors, there will be a link to your business' Web site on our internet homepage. KWTS is streaming live on the internet and your produced underwriting spot can be heard worldwide. Here is just a partial list of our sponsors:

ANCAE Heating, Air Conditioning, Plumbing & Electrical

Aqua One

Arbonne

Beef O' Bradys

Coconutz

Coffee Memorial Blood Center

Express Personnel

Feldman's Wrong Way Diner

Great Armadilla Printing Company

Hil's Sports Shop

Sharky's Burrito Company

Steve's Texaco

The Eternal Flame

West Texas Golf Cars

Western Bowl

WT Continuing Education

WT Meat Lab

WT Online

WT Rec Sports

WT Student Medical Services

WTAMU Alumni Association



## Underwriting Production Order

(Please complete this page in *full*)

Date \_\_\_\_\_

Sold By \_\_\_\_\_

Produced By \_\_\_\_\_

“A portion of today’s programming is brought to you  
by \_\_\_\_\_.

(Business name)

\_\_\_\_\_ offers \_\_\_\_\_  
(Business name) (Description of products)

or services)

\_\_\_\_\_ is open \_\_\_\_\_  
(Days and hours)

and is located at \_\_\_\_\_  
(Address)

\_\_\_\_\_ can be reached at \_\_\_\_\_.  
(Business name) (Phone #)

Thanks to \_\_\_\_\_ for supporting KWTS.  
(Business name)

The One 91.1



**WTAMU Box 61514  
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**Underwriting Contract**

*Underwriter Copy*

*Please complete this page in full*

Donor \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Website \_\_\_\_\_  
Amount Donated \_\_\_\_\_  
Contact Email \_\_\_\_\_

For:      General Run of Station \_\_\_\_\_  
            Trade Out \_\_\_\_\_ Details:

Special Show Sponsorship: \_\_\_\_\_  
                                 Show Name \_\_\_\_\_  
                                 Day/Time \_\_\_\_\_

In appreciation for your donation, KWTS will air the following donor recognition...  
(number of spots, dates, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Donor Signature                      KWTS Representative

\_\_\_\_\_  
Date                                      Date



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***KWTS Copy***

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\_\_\_\_\_  
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\_\_\_\_\_

\_\_\_\_\_  
Donor Signature                      KWTS Representative

\_\_\_\_\_  
Date                                      Date