



Connect with the People who Shape Southern Colorado





KRCC is a public radio station in Colorado Springs, serving southern Colorado. It was the first nonprofit FM license issued in the state of Colorado in 1951. KRCC is operated by Colorado Public Radio in partnership with Colorado College.

 <p>13 Signals around Southern CO¹</p>	 <p>About 79,900 Statewide audience each week²</p>	 <p>23,600 digital streaming listeners per month³</p>
 <p>Over 5,000 Members</p>	 <p>About 2,700 Members enrolled in monthly giving</p>	 <p>1951 Year founded</p>

¹ Membership data as of June 30, 2021.

² Source: See at cpr.org/krcc/contact-krcc/

³ Source: Nielsen Audio Spring 2022

³ Source: Empire Streaming for period July 2021-June 2022

Programming on KRCC engages, informs and entertains listeners

Strengthen your brand by aligning it with public media's best programming. On KRCC, listeners stay updated on national and world news while also being informed about what's happening in their own backyard with local newscasts and KRCC's daily interview show, Colorado Matters.



Morning

- Morning Edition - *award-winning national news from NPR*
- Colorado Matters, with Ryan Warner - *"Best Talk-Radio Host 2021" - Westword*
- 1A
- The Takeaway

Afternoon

- Here & Now
- Fresh Air - *thought-provoking interviews with Terry Gross*
- Marketplace
- The Daily - *featuring journalism from The New York Times*
- All Things Considered - *the most listened-to, afternoon drive-time, news radio program in the country**

Evening & Weekend

- Wait Wait...Don't Tell Me!
- This American Life
- Radiolab
- Latino USA
- Snap Judgment
- The Moth
- Reveal
- Throughline
- Planet Money
- How I Built This
- Hidden Brain
- TED Radio Hour
- Code Switch
- Life Kit
- Our Body Politic

Interested in reaching a wider audience? Ask us for the Colorado Public Radio and Denverite media kits!

*Source: Nielsen, 2018



KRCC is a member-supported, non-commercial community service affiliated with, and operated by, Colorado Public Radio. KRCC was started in 1951 by Colorado College students.

Audience Stats*:

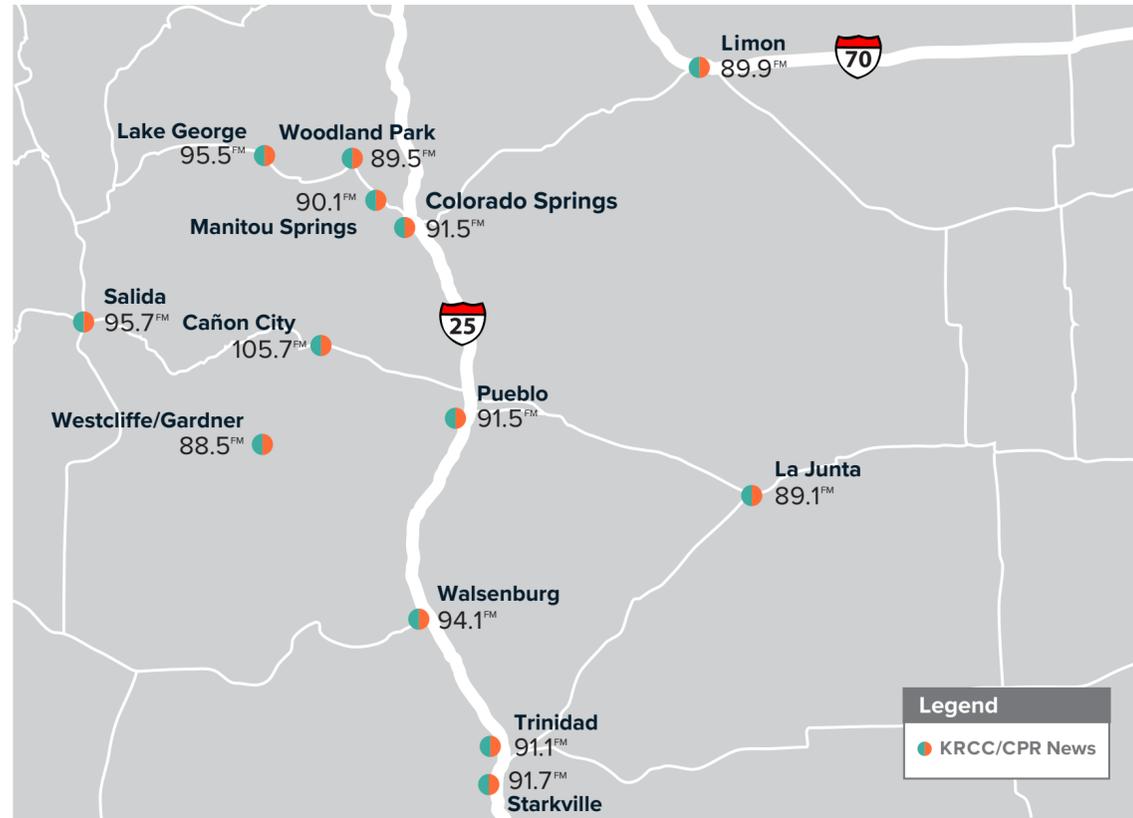
52.2%
Male

47.8%
Female

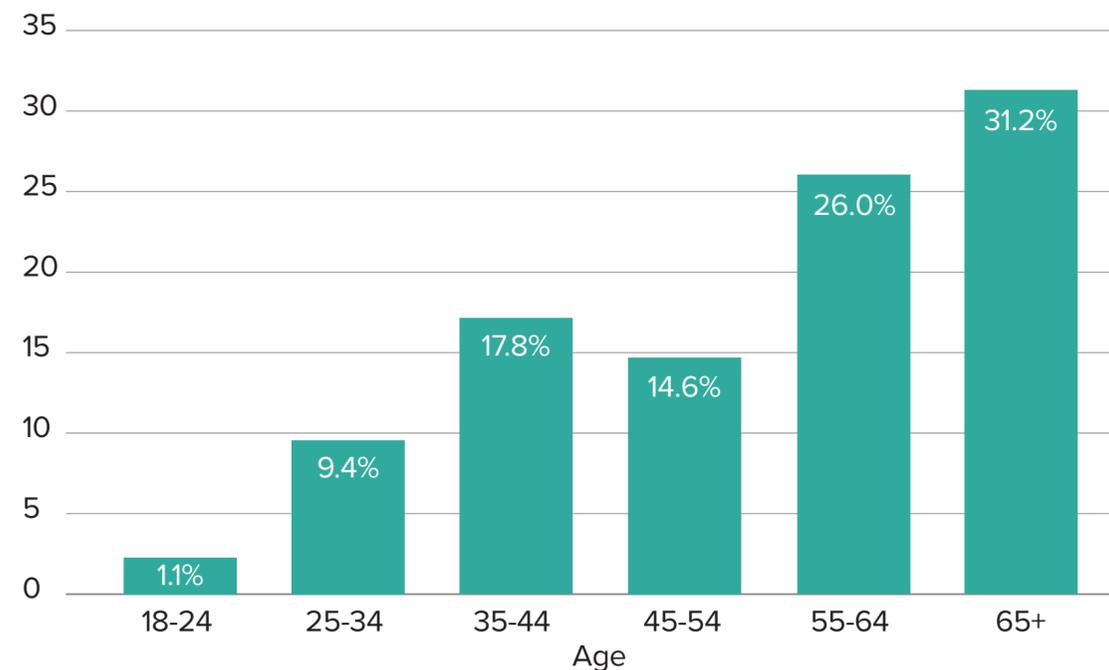
55.5%
have a college
degree or more
education

34.6%
have a household
income over
\$100,000

**Source: Nielsen results for KRCC-FM in Colorado Springs Metro for Feb 2021-Feb 2022.*



The KRCC audience spans generations*



**Source: Nielsen results for KRCC-FM in Colorado Springs Metro for Feb 2021-Feb 2022*



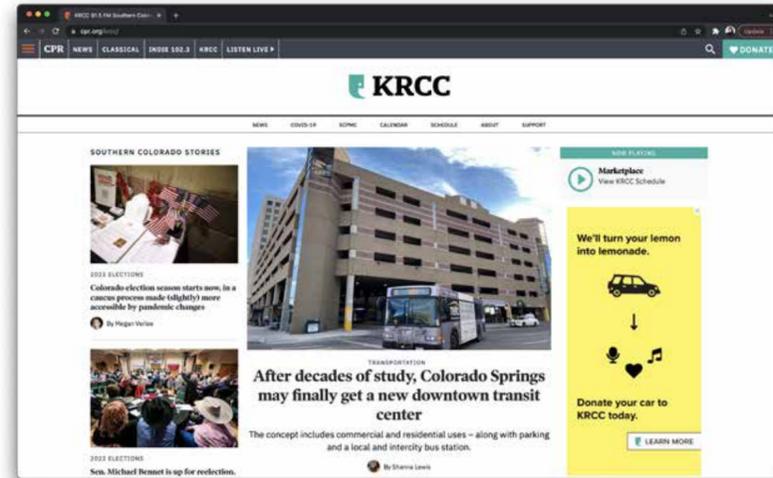
The KRCC audience tunes in for NPR's most popular programs, plus impactful local news, music and podcasts.

Digital Offerings

In addition to a robust radio network, KRCC serves Coloradans through krcc.org, newsletters, a smartphone app and more.

Websites

Our websites receive thousands of visits each day from Coloradans looking for the latest news on state politics, climate and the environment, education, the arts and more. Additionally, many listeners visit the website to stream our radio broadcast when they're not in the car. Digital sponsors on KRCC benefit from a large audience coming to the website for content from KRCC, Colorado Public Radio, CPR Classical and Indie 102.3.



776,500
users per month

KRCC's website is integrated with the websites for Colorado Public Radio, CPR Classical and Indie 102.3. KRCC-specific user data is not available. Source: Google Analytics monthly average for Sept. 2021-Aug. 2022

“We have been underwriters for KRCC for over 18 years now. KRCC is a perfect platform for getting our name out in Colorado Springs and the rest of Southern Colorado. We are supporting something that’s great for our community: local news and meaningful stories.”

– Adam Bauer, Planet Granite

“KRCC has always been a source of information and entertainment for me, but it’s also a vital part of my community. KRCC is the fire that friends and family have gathered around for years! I know that the people I reach by underwriting are the same wonderful, community-minded individuals, as well as great potential buyers and sellers.”

– Mark Delay, JKP Group, The Cutting Edge Realtors

Newsletters

KRCC Weekly Digest

The latest news, culture and events from KRCC.

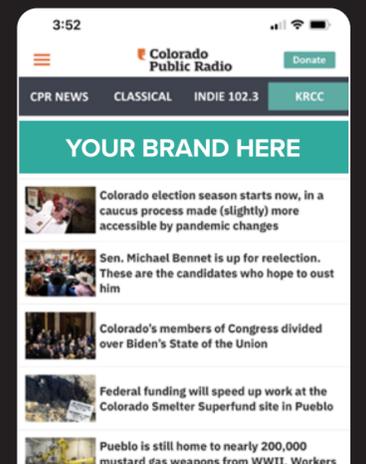
KRCC Music Newsletter

Weekly music picks and stories from Vicky Gregor.



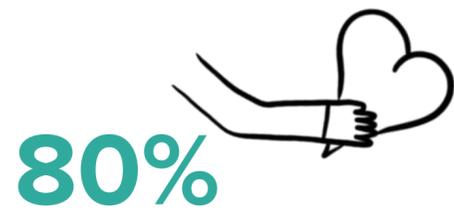
KRCC on the Colorado Public Radio App

CPR recently launched a new smartphone app integrating stories from KRCC and CPR, plus allowing listeners to easily listen to the news, podcasts, CPR Classical and Indie 102.3 when they're on the go. We will soon begin offering banner ads for sponsors in the app. Ask your rep for more information on these opportunities.

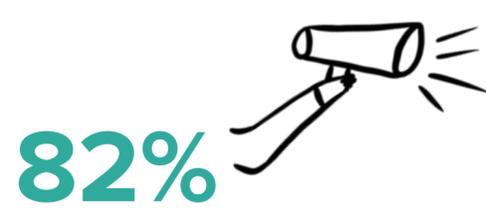


KRCC Sponsorship Elevates Brands

The connection you build with our audience instills a **Halo Effect** that predisposes their desire to do business with you.



of listeners consider NPR “personally important” to them.



of listeners take action in response to something heard on NPR.



of listeners hold a more positive opinion of companies that support NPR.



of listeners prefer doing business with companies that support NPR.

Source: Kantar, NPR State of Sponsorship Survey, April 2021.

“Underwriting with KRCC is a win-win for our locally owned restaurants of Salsa Brava & Urban Egg in our close-knit Colorado Springs community. KRCC is a great platform for communicating to an engaged audience, and listeners appreciate the support of our community-focused restaurants for KRCC.”

– Randy Price, Rocky Mountain Restaurant Group

“When we began underwriting KRCC, our customers shared their appreciation of our endorsement for member-supported radio and NPR. Rarely have any of our marketing efforts garnered such a response.”

– Mark Phelan, Phelan Gardens



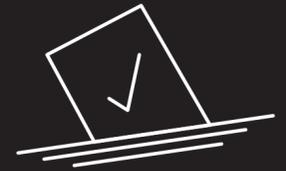
Stand out. Engage your audience. Gain credibility.

KRCC limits sponsor messages to 2.5 minutes per hour, while commercial stations air more than 13 minutes of advertising every hour.

KRCC content and sponsorship information engages active listening. KRCC listeners are 75% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.

Source: NPR Lightspeed Research 2017

Rise above the clutter. Market with confidence.
Sponsor KRCC during election seasons.



KRCC and NPR air NO advocacy or political sponsorship messages. Adjacency to political ads negatively affects brand perceptions:

34%

decline in brand reputation

32%

decline in perception of product value

24%

decline in perception of product quality

26%

decline in purchase intent

Commercial stations are required by law to air candidate ads at their lowest unit rate, causing increased rates for other advertisers.

KRCC provides listeners with a respite from negative political advertising. KRCC does not accept political or advocacy advertising (and never will).

Source: J. Walter Thompson and Forethought research provided by NPR

What is sponsorship messaging on KRCC?

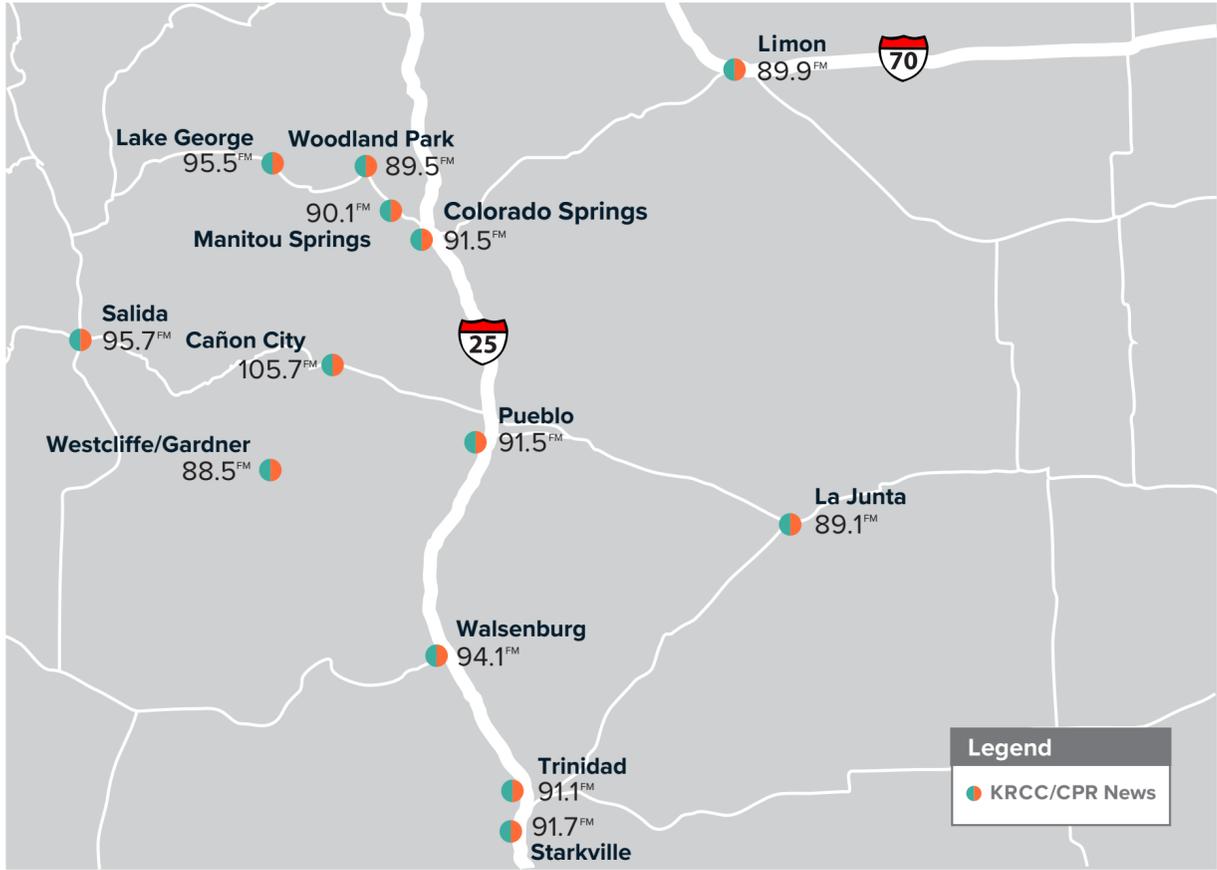
Sponsorship is a series of on-air messages acknowledging your philanthropic support of KRCC.

Listen to sample messages: krcc.org/sponsorship/audio-examples

Your messages can also be translated across KRCC's digital platforms, giving you the power to reach more people in more places.

Contact your KRCC Account Manager for more information!

KRCC's network of stations brings your messages to a highly engaged audience in southern Colorado.



Sponsorship Opportunities with Colorado Public Radio

- 15-second messages on KRCC, CPR News, CPR Classical and/or Indie 102.3 recognizing your business as a sponsor of CPR
- Colorado Corporate Partnerships: A premier, multi-platform, category-exclusive sponsorship opportunity
- Digital sponsorships on krcc.org: 300x250 and 300x600 banner ads
- Newsletter sponsorships
- Smart speaker and digital streaming sponsorships
- Podcast sponsorships in popular shows reaching local and national audiences
- Spirit of Sharing: Your company can support two nonprofit organizations at once by participating in KRCC's Spirit of Sharing program. Help increase community awareness for nonprofit organizations and become a KRCC underwriter. Recognize your business while supporting your favorite nonprofit and its mission.
- Challenge Grants and Sweepstakes: Impact individual giving during a KRCC Membership Drive
- Event and programming sponsorship opportunities

Join our community of dedicated Corporate Sponsors and loyal Content Partners!



COLORADO SPRINGS
Fine Arts Center
at COLORADO COLLEGE



Get in touch!

KRCC's Sponsorship Representatives are ready to craft the right sponsorship package for your brand. Get in touch today!

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