

# Thank you for sponsoring KLSN!



This sponsorship program is addressed specifically to those business, individuals and corporations who appreciate the value of community radio and are committed to providing significant donations to support its mission.

Sponsorship grants are vital to our nonprofit educational mission for many reasons:

1. Sponsorships minimize the amount of airtime we have to devote to underwriting. This is important to our listeners who value content that is uncluttered with ads.
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 performing all the tasks needed to run the radio station.
3. Sponsorships provide the financial resources for capital purchases like new equipment, and help fund intern programs and apprenticeships for students.

## Sponsor Benefits

Sponsors are listed on our sponsor webpage and receive on-air recognition for one year. Because KLSN is a 501(c)(3) organization, sponsorships may be tax-deductible as allowed by law (see your tax consultant).

## Sponsorship Types

Sponsorship can be either:

1. Related to specific needs like new equipment, music licensing, internship and educational related expenses; or
2. Can be general in nature.

### 1. Sponsorships for Specific Station Needs

<i>Item</i>	<i>Purpose</i>	<i>Amount</i>
Production Studio Equipment .....	To greatly increase KLSN's ability to produce local programming .....	\$5,000
Streaming Equipment & Service .....	To enable KLSN to provide our content over the internet .....	\$4,000
Replacement Computers .....	To update older, out-dated computers and operating systems.....	\$3,000
Improved Transmitter.....	To give KLSN a wider range and cleaner signal. ....	\$3,000
Sportscasting Equipment .....	Replacement older equipment for high school sports broadcasting .....	\$3,000
Special Event Sound Equipment .....	For outside broadcasting from special events like fairs and festivals .....	\$3,000
Music Internet Licenses .....	Allows us to web-stream copyrighted material for one year. ....	\$1,500

### 2. 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 and replacement, etc. They are not used for personnel expenses like salaries, benefits, or staffing:

**Platinum** ..... \$10,000      **Gold** ..... \$7,000      **Silver** ..... \$5,000      **Bronze** ..... \$3,000

## Sponsorship Payment Methods

There are two ways to pay for your sponsorship:

1. Go to "www.klsn.org/donate.html." Select the large red donation button to go to the San Francisco Study Center's secure donation page. Follow the directions. Please select *KLSN Community Radio* at the bottom of the page or your donation will go to someone else.
2. Send a check payable to the San Francisco Study Center to 1663 Mission St. Suite 310, San Francisco, CA 94103. Please write KLSN Community Radio in the note section.

The San Francisco Study Center will notify us of your donation and provide you with a receipt for preparing your taxes. We appreciate your support! Please feel free to contact me for further information at your earliest convenience.

Thank you for supporting your community radio station!

Chris Ponsano,  
KLSN General Manager