



# VOICE OF THE COMMUNITY

Kansas City's 100,000 Watt Community Media | Broadcasting since 1988 | Podcasting since 2006

## EMERGENCY NONPROFIT MARKETING FUND

### KKFI 90.1FM Builds Community by Amplifying Voices

Sponsor Nonprofits > Share Their Good Work > Double Their Reach

#### The Challenge

Due to the COVID-19 Emergency, KC regional nonprofit organizations will have limited, if any, funds to secure or maintain media messaging crucial for their survival. As demand for their services increase, marketing budgets are being reallocated. This is not sustainable. Marketing translates to donations.

#### The Solution

KKFI has created a turnkey program to allow for-profit businesses, foundations and individual funders to "sponsor" a nonprofit by enabling its messages to be heard loud and clear by the KKFI broad audience of influencers. Your dollars will help nonprofits build awareness of their missions, garner support from listeners/donors and communicate shared resources.

#### Why KKFI?

KKFI has served the Kansas City area for over 32 years, broadcasting music, news and important information. We reach a passionate and generous audience of over 90,000. That audience has shown financial support for KKFI and the area nonprofit organizations that utilize our airwaves to sustain operations and broadcast outreach messaging.

#### How it works:

Your contributions will be allocated to non-profit messaging and will be matched dollar for dollar by KKFI. Each participating sponsor can receive on-air recognition for their support. You may choose your own nonprofit or we can suggest organizations that we have worked with in the past, and that have urgent outreach messaging needs.

#### Sponsor one or more Nonprofits

**KKFI matches your marketing support**

\$1,250 = \$2,500      1 Nonprofit

\$2,500 = \$5,000      2 Nonprofits

\$10,000 = \$20,000    8 Nonprofits

Contact: [KKFI.ORG/MARKETING](http://KKFI.ORG/MARKETING)

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Kissick Construction strongly believes that supporting the community is as hands-on and important as our construction projects. We applaud KKFI for its commitment to nonprofit organizations that depend on the station to get their message out, and we are proud to support this important effort. Thank you KKFI.

- Pete Browne, President of Kissick Construction

Mid-Coast Radio Project dba KKFI 90.1FM, 3901 Main St. Suite 203, KCMO 64111

816.931.3122 - [KKFI.ORG/MARKETING](http://KKFI.ORG/MARKETING) - EIN 43-1111320 - Guidestar Gold Certified

