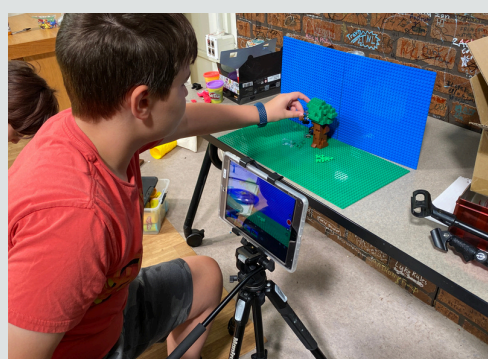




SPMC SPONSORSHIP OPPORTUNITIES

Sun Prairie Media Center connects to the heart of the Sun Prairie with coverage of local events, issues impacting the community, and stories that matter to residents. Your support gives you direct access to Sun Prairie's diverse audience, while amplifying your brand.



2025 Sponsorship Opportunities

Sun Prairie Media Center
1350 Linnerud Drive
Sun Prairie, WI 53590
staff@sunprairiemediacenter.com



WHAT IS THE SUN PRAIRIE MEDIA CENTER?

Sun Prairie Media Center is an active and dynamic community media center welcoming all members of our diverse community to access, engage, and create entertaining and informative content.

SPMC platforms KSUN Now & Life, KIDS4, and 103.5 FM feature a wide variety of programming produced in Sun Prairie from live sports and live coverage of city meetings to regular series produced by local volunteers in addition to coverage of community events.

In 2024 volunteers logged about 6500 hours to create almost 2000 original programs for the channels. With this type of dedication and these unique platforms, SPMC is able to provide a local connection like no other!



WHY SPONSOR SPMC PROGRAMMING?



- SPMC programs have won countless awards from both Wisconsin Community Media and Wisconsin Broadcasters Association, including a prestigious Station of the Year win for 103.5 FM!
- It's a distinctive way for your business to reach a uniquely local and engaged audience.
- It's giving back to your community. Programming sponsorships help SPMC to secure the resources needed to produce programming and provide classes and other learning opportunities.
- It's inexpensive!
- Programs air on all platforms - TV and radio. Both are featured online, on the SPMC app, and on SPMC's Roku, Amazon Fire, and Apple TV channels! Most programs air both live and on-demand.

Sun Prairie Media Center gives you access to an engaged audience without the high cost of traditional advertising. We understand budgets can be tight, SPMC is committed to our community and can help create a custom package to fit any budget.

Choose Your Level of Support for 2025

SPMC offers all aspects of community media ranging from media literacy for youth, community creative programs produced by volunteers and coverage of local government meetings.

Sun Prairie Media Center programming is available on:

- Spectrum & TDS cable systems
- 103.5 FM The Sun Community Radio
- Roku, Apple TV, and Amazon Fire TV streaming devices
- sunprairiemediacenter.com
- SPMC's free mobile app (App Store and Google Play)

Shows are broadcast multiple times and many are available to watch/listen on-demand.

Your sponsorship spots are included in ALL airings, no matter how they are accessed.



\$2000

Target your audience with visuals and verbiage directly linked to your business.

GOLD LEVEL: All Things Media Center

- Business name, logo, and tagline mentions on live TV sports programs
 - TV sports programming includes high school football and basketball games
- Business name, logo and tagline mentions on KIDS4 channel
 - Minimum of 30 airings per month
- Business name and tagline mentions on live radio remotes and sporting events
 - Radio sports programming includes high school baseball and softball games



\$1000

Target your audience with verbiage directly linked to your business.

SILVER LEVEL: All Things Media Center

- Business name mentions on live TV sports programming
 - TV sports programming includes high school football & basketball games
- Business name mentions on KIDS4 channel
 - Minimum of 30 airings per month
- Business name mentions on live radio remotes and sporting events
 - Radio sports programming includes high school baseball and softball games



\$500

Target a direct audience by sponsoring a specific channel.

BRONZE LEVEL: Channel Specific Sponsorship

- Business name mentions on channels: KSUN Now, KSUN Life or KIDS4 or The SUN, Community Radio
 - Minimum of 30 airings per month

CONTRIBUTE

Donate to Sun Prairie Media Center

Show your support for the organization through an in-kind donation. Donors will be listed on the electronic bulletin board that is featured on the TV channels KSUN Now, KSUN Life and KIDS4.

Sponsoring Radio/Podcast/TV Programming: What To Know

Radio

- 103.5 FM The Sun Community Radio (WLSP-LP) is licensed by the Federal Communications Commission (FCC) as a non-profit, non-commercial radio station.
- The FCC allows non-profit stations such as 103.5 FM to feature sponsorships and advertisements with certain requirements.

Radio Advertising Guidelines (103.5 FM The Sun Community Radio)

- These announcements identify the sponsor and provide factual information about the sponsor and/or its products and services. It is an acknowledgement to the listening audience of the sponsor's commitment to the Sun Prairie Media Center.
- No qualitative language is allowed: The language must be "value neutral"; meaning no words like "best" or "fastest" or "tastiest."
- No "calls to action." It's a fine line, but you can tell people where your business is, you just can't tell them to go there.
- Passive identifiers are OK (what, when, where, etc.).
- No mention of special sales, discount offers, or pricing of any kind.
- Announcements cannot include contests or giveaways.
- None of the above conditions apply to non-profit organizations or fundraisers, including those sponsored by for-profit sponsors.

TV/Video Advertising Guidelines (KSUN and KIDS4)

- SPMC video channels are considered cablecast and is not overseen by the FCC.
- SPMC will not accept beer, wine, liquor, marijuana, lottery, gambling, sports betting, casino or tobacco sponsorships, including taverns or other establishments whose primary business is serving or distributing alcoholic beverages.

In all cases, sponsorships are subject to approval by Sun Prairie Media Center staff.



Sun Prairie Media Center is committed to improving our community and believe that a thriving business sector is key to that commitment.

Please let us know how we can grow together.



sunprairiemediacenter.com



608-837-4193



staff@sunprairiemediacenter.com



1350 Linnerud Drive
Sun Prairie, WI 53590



2025 SPONSORSHIP COMMITMENT FORM

Sun Prairie Media Center gives you access to an engaged audience without the high cost of traditional advertising. We understand budgets can be tight, SPMC is committed to our community and can help create a custom package to fit any budget.

Scan QR Code for Digital Form



We look forward to growing together!

BUSINESS NAME: _____

CONTACT PERSON: _____

E-MAIL: _____

ADDRESS: _____

PHONE: _____

WEBSITE URL: _____

Please return to: Sun Prairie Media Center, 1350 Linnerud Dr, Sun Prairie, WI 53590
SPMC Staff at staff@sunprairiemediacenter.com

SPONSORSHIP LEVEL:	DATE:	PRICE:
<input type="checkbox"/> GOLD LEVEL: ALL THINGS MEDIA CENTER	2025	\$2000
<input type="checkbox"/> SILVER LEVEL: ALL THINGS MEDIA CENTER	2025	\$1000
<input type="checkbox"/> BRONZE LEVEL: CHANNEL SPECIFIC SPONSORSHIP* *Select Channel to Sponsor: KSUN Now ____, KSUN Life ____, KIDS4 ____, The SUN (radio) ____	2025	\$500
<input type="checkbox"/> DONATION TO SUN PRAIRIE MEDIA CENTER	2025	\$____

Thank you for your interest in partnering with the Sun Prairie Media Center.
SPMC staff will follow-up for additional information relating to this sponsorship including payment, business tagline, business logo.

