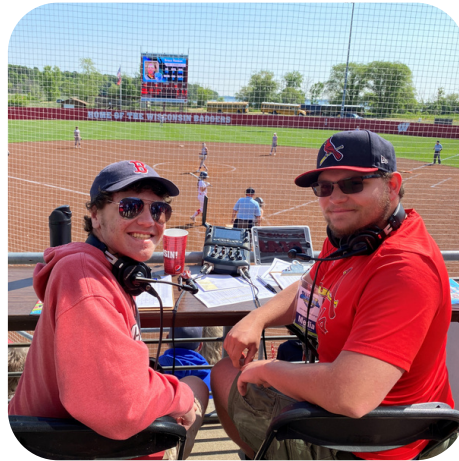




2027 SMPC SPONSORSHIP OPPORTUNITIES



For nearly 50 years, the Sun Prairie Media Center (SPMC) has been a trusted **community resource** – connecting residents with local government, schools, community organizations, and one another through programming produced by and for Sun Prairie residents.

Today, however, **SPMC faces an uncertain future**. Our operations have long been supported through cable franchise fees and the City of Sun Prairie's General Fund, but as cable subscriptions continue to steadily decline and the City navigates significant budget challenges, these funding sources are becoming less sustainable. And **your support is needed now more than ever**.

WHAT IS THE SUN PRAIRIE MEDIA CENTER?



SPMC 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 including live coverage of City meetings, on-location sports and events coverage, and regular series produced by local volunteers.



In 2025, volunteers logged nearly 6,300 hours producing more than 2,500 original programs for our channels. With this type of dedication and these unique platforms, SPMC is able to provide a local connection like no other!

SPMC programs have won countless awards from both Wisconsin Community Media and Wisconsin Broadcasters Association, including two prestigious Station of the Year wins for 103.5 FM!

WHY SPONSOR SPMC PROGRAMMING?

- It's a distinct and unique way for your organization to **reach a local and engaged audience**. Our programs air on cable TV and FM radio – both of which are also featured online, on the SPMC app, and on SPMC's Roku, Amazon Fire, and Apple TV channels! Most programs air live and on-demand.
- Programming **sponsorships directly benefit our community**. Your dollars help SPMC secure the resources needed to produce local programming and provide educational opportunities for youth.

2025 PROGRAMMING HIGHLIGHTS

TV & Radio

- 749 volunteer-produced TV shows
- 343 staff-produced TV shows
- 1,825 radio shows
- 19 awards in 2025
- 119 Kids4 participants
- 143 volunteers, 6,268 hours



Community Engagements

- 17 community and city events broadcasted
- 62 sporting events broadcasted



City Meetings

- 465 City and school board meetings covered



Audience Reach & Engagement

- **13,546 total live views** from 5,663 viewers
- **18,839 total on-demand views** from 3,267 viewers
- **6,581 total app views** from 1,497 visitors
- **16,500+ cable subscribers** in Sun Prairie with access to KSUN Life, KSUN Now, & KIDS4

CHOOSE YOUR LEVEL OF SUPPORT

Sun Prairie Media Center gives you access to an engaged audience without the high cost of traditional advertising. Don't see a level that will work for your organization?

SPMC can help create a custom package to fit any budget!

\$3,000

Reach your audience through promotions on all SPMC channels, TV & Radio included

GOLD: All-Channel Sponsorship

- All the perks of Silver Level Sponsorship plus:
 - Organization name, logo, and tagline mentions on **live TV sports programs** (TV sports programming includes high school football and basketball games).
 - Organization name, logo, and tagline mentions on **channel of your choice**; minimum of 30 airings per month.

\$1,500

Reach your audience through promotions on our award-winning local radio station

SILVER: Radio Sponsorship

- Organization name mentions on **live radio remotes and sporting events**.
 - Radio sports programming includes high school baseball and softball games.
- Custom radio spots to air a minimum of 30 times per month on **The Sun Community Radio**.
 - New custom spot produced quarterly.

\$500

Target a direct audience by sponsoring a specific channel

BRONZE: Channel-Specific Sponsorship

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

DONATE

Show your support through a one-time monetary 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 are 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.

2027 SPONSORSHIP COMMITTEMENT FORM

We look forward to growing together!



ORGANIZATION NAME: _____

CONTACT PERSON: _____

E-MAIL: _____

ADDRESS: _____

PHONE: _____

WEBSITE URL: _____

SPONSORSHIP LEVEL

AMOUNT

☐ **GOLD LEVEL: All-Channel Sponsorship** **\$3,000**

☐ **SILVER LEVEL: Radio Sponsorship** **\$1,500**

☐ **BRONZE LEVEL: Channel-Specific Sponsorship** **\$500**

Select a channel: KSUN NOW____, KSUN LIFE____, KIDS4____, 103.5 FM____

☐ **DONATION TO SUN PRAIRIE MEDIA CENTER** **\$** _____

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

Staff will follow-up for additional information relating to this sponsorship including payment, business tagline, business logo.