



USC RADIO GROUP

KUSC
CLASSICAL | *fm 91.5*

 **KDFC**
SAN FRANCISCO CLASSICAL

**Corporate
Partnership
Opportunities**



SUPPORT EDUCATION THROUGH MUSIC with The USC Radio Group MUSIC...

Helps children to **SPEAK MORE CLEARLY**, develop a larger vocabulary, and strengthen social and emotional skills.

(Novak Djokovic Foundation, May 2016)



Helps with **COGNITIVE DEVELOPMENT.**

Higher Test Scores

Students in high-quality music education programs score higher on standardized tests, regardless of the socioeconomic level of community.

Early Childhood Development

Young children who take music lessons show different brain development and improved memory over the course of a year.

Learning

Music enhances the process of learning. The systems it nourishes (integrated sensory, attention, cognitive, emotional and motor capacities) are shown to be the driving forces behind all other learning.

(Nature Neuroscience, April 2007; Dr. Laurel Trainor, Prof. of Psychology, Neuroscience, and Behavior at McMaster University, 2006; From Empathy, Arts and Social Studies, 2000; Konrad, R.R)

Helps develop **LANGUAGE** and reasoning.

Helps kids **STAY ENGAGED** in school.

Helps students **ACHIEVE** better **SAT** scores.

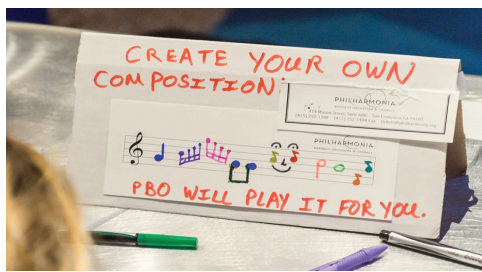
Students who have experience with music appreciation or performance score on average 63 points higher on verbal and 44 points higher on math.

BUILDS imagination and intellectual curiosity – artistic education develops the **WHOLE** brain.

Prepares students for the **CREATIVE** and **INNOVATIVE** economies of the 21st century.

Develops creative thinking, problem solving, teamwork.

(National Association for Music Education, July 2014)





Corporate Partnership Benefits

Maximum Social Impact

The **USC Radio Group's** Broadcast and Digital Channels are easily accessible, portable and **FREE**, eliminating potential socio-economic and geographic barriers. Your company's support of the **USC Radio Group** allows us to maximize our reach via our broadcast, digital and event/experiential assets and impact more people, more kids and families, more schools.

Supporting the ENTIRE Arts Ecosystem, Not Merely One Non-Profit Organization

Hundreds of Non-Profit arts organizations are showcased by the **USC Radio Group** annually. Partnering with **USC Radio Group's** Classical **KDFC** and Classical **KUSC** provides support of, access to, and amplification for the hundreds of non-profit arts groups that make the Bay Area and Southern California a vibrant place to live and work.

Unparalleled AMPLIFICATION

Listener supported **USC Radio Group** properties reach more people in a **month** than the largest symphony orchestras or theater groups do in an entire season: Over **2.2 Million Monthly Listeners** across FM and Digital Channels. Your companies' support of the **USC Radio Group** will be amplified to a Highly Educated, Influential and Engaged Audience: The **LEADERS, THINKERS, and ACHIEVERS** that fuel the Bay Area and Southern California's innovative culture and economy... resulting in a powerful halo effect from your support of public broadcasting, **MUSIC** and the Arts.

Association with **S.T.E.A.M. Education: Science, Technology, Engineering, ARTS, Math**

Help the **USC Radio Group** fuel the creative, innovative economies and culture of the Silicon Valley/Bay Area, Hollywood and the Los Angeles/Southern California region. The **USC Radio Group** is a **VOICE** for the Arts, and the Arts provide the **S.T.E.A.M.** needed for 21st century education.

Support the USC Radio Group...As a Corporate Partner

Underwrite the USC Radio Group's Broadcast and Digital Programming on Classical **KDFC** and/or Classical **KUSC**

Support Special Broadcast and Digital Programs on Classical **KDFC** and/or Classical **KUSC** throughout the year

Sponsor Live Musical Performances at **KDFC** and/or **KUSC** Performance Space Events

Provide Funding for **KDFC** "State of the Arts" and/or **KUSC** "Arts Alive" Programs

Partner with **Kids Discovery Days** events in Los Angeles and/or the Bay Area

Fund A Need via a Customized Partnership Program with Classical **KDFC** and/or Classical **KUSC**

Recognition-Amplification Marketing

Opportunities Corporate partners receive significant recognition in the **USC Radio Group's** broadcast, digital and event platforms.

Client Hospitality and Employee Engagement

Our shared goal partnerships with thousands of California Arts groups allows companies a unique portal to a diversified portfolio of local and international creative works, performances, events, and exhibitions.

Community Support The **USC Radio Group** serves its Northern and Southern California communities with a diverse menu of educational on-air, online and community event programs.

As a corporate partner, you will receive exclusive opportunities and benefits throughout the year that will enrich your company's experience and deepen your relationship with the USC Radio Group.

Benefits & Levels

	\$16,000	\$29,000	\$44,000	\$65,000	\$95,000 +
Brand recognition for one year on Classical KDFC and/or Classical KUSC website	●	●	●	●	●
Four (4) premium tickets to any current season performance of a USC Radio Group Arts Organization partner (Symphony, Opera, Dance, Live Theater - subject to availability, excludes special events)	●	●	●	●	●
Company recognition-amplification on Classical KDFC and/or Classical KUSC Broadcast and digital streaming channels via 15-second recorded brand messages		●	●	●	●
Invitation for two (2) to a pre- or post-performance artist reception with USC Radio Group listeners and hosts			●	●	●
Invitation for four (4) to KDFC and/or KUSC performance space events at USC Radio Group studios				●	●
Invitation for two (2) to join KDFC or KUSC on week-long Hosted musical trips around the world: "Major Donor Tours"					●
A customized program with an agreed upon menu of benefits based on your company's corporate giving/support/social and community impact needs	●	●	●	●	●

USC RADIO GROUP

*Listener Supported, Classical Public Radio
Changing Lives, Improving Our Communities*

The **USC Radio Group** and its Northern and Southern California properties, **KDFC** and **KUSC**, respectively, are uniquely positioned to put MUSIC in the hands, hearts and minds of children throughout California. California schools have been cutting music education for years and performing arts organizations have assumed the role of ‘curator’ and ‘provider’ of music education programs.

As the organization behind the only Classical Music station in the Bay Area (**KDFC**) and the largest Classical Music station in America (**KUSC**), the **USC Radio Group** is committed to accessibility via broadcast, digital and event platforms and in classrooms. In many economically- challenged communities, children now more than ever will receive music and arts education only when it is provided by another non-profit organization. As a public radio organization, the **USC Radio Group** joins its arts partners as a conduit to music exposure and music/arts education.

Exposure to music and learning a musical instrument is correlated with improved mastery of math concepts, heightened concentration, and left-brain skills that are so crucial in the creative, innovation and technology economies. The **USC Radio Group** is leading an effort with Bay Area and Southern California music education and performing arts organizations so that every child has access to a musical instrument, music education, and the educational benefits of **MUSIC!**



USC RADIO GROUP

PROGRAMS AND PLATFORMS

Classical KDFC: 89.9 FM, 90.3 FM,
92.5 FM, 103.9 FM, 104.9 FM
kdfc.com streaming digital channels

Classical KUSC: 88.5 FM, 91.1 FM,
91.5 FM, 93.7 FM, 99.7 FM
kusc.org streaming digital channels

Kids Discovery Days

FOUR (4) Interactive, Music Discovery
Events Annually

2019 KDFC Kids Discovery Day

KUSC Kids Discovery Day

KDFC State of The Arts

KUSC Arts Alive

IMPACT

**2.1 MILLION+ MONTHLY LISTENERS
FM CHANNELS**



**375,000 UNIQUE STREAMING
LISTENERS**

**1.3 MILLION PAGE VIEWS ON WEB
SITES**



18,000 ANNUAL ATTENDEES

27.5 MILLION MEDIA IMPRESSIONS



24 MILLION ANNUAL IMPRESSIONS

510,000 PEOPLE REACHED ANNUALLY

Sources: Nielsen Audio 2019, Google Analytics/Triton and
Webcast Metrics 2019



KDFC Bay Area and Northern California **KUSC** Los Angeles and Southern California
Non-Profit Classical Public Radio

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