



99.1 THE RANCH

Sponsorship Opportunities

New Sponsor
Limited Time Offer

Community Stimulus Package!

Your Community Supported Non-Profit Radio Station. Broadcasting in Eastern Ventura County and The Western San Fernando Valley.

Air-Time Sponsorship	Airtime 8x \$999 mo. \$2199 mo. for 12 mo.*	Airtime 6x \$749 mo. \$1649 mo. for 12 mo.*	Airtime 4x \$499 mo. \$1099 mo. for 12 mo.*	Show or Feature Sponsor for 12 mo.* See Page 3.
Sponsor Spots - Custom 30 second sponsor message airing on 99.1 The Ranch for twelve months branding your organization in the community.	8x a Day** 240 spots per month (2 Hours of programming!)	6x a Day** 180 spots per month (1.5 Hours of programming!)	4x a Day** 120 spots per month (1 Hour of programming!)	
Stream Banner Ad - Custom Banner Ad on both Ranch Listen Live webpage & Ranch App.	✓			
Ad / Coupon on Website - Your custom ad or coupon on Ranch Website.	✓	✓		
Logo on Website with Link - Your logo to appear on Ranch Website with link to your website.***	✓	✓	✓	
Logo in The Ranch Corral - Your logo scrolling in the Ranch Corral.	✓	✓	✓	✓
Sponsor Thank-Yous - Your company mentioned in live sponsor Thank-Yous.	✓	✓	✓	✓
Ranch Business Directory - Your company listed in The Ranch Business Directory.	✓	✓	✓	✓

*** Logo size & position dependent on sponsor level. Sponsor logos should be provided in an EPS file format. Logos on website, banners and print are limited to the logo without phone numbers or websites.

** Sponsor Spots: ♦ 8x a Day - 4 scheduled 6am & 7pm, 4 unscheduled
♦ 6x a Day - 3 scheduled 6am & 7pm, 3 unscheduled
♦ 4x a Day - 2 scheduled 6am & 7pm, 2 unscheduled

What is Radio Underwriting/Sponsorship?

As a non-commercial station, "99.1The Ranch" cannot provide traditional advertising for over the air broadcasting. However, organizations can support the station through sponsorships and underwriting in the form of radio spots that comply with the FCC's rules and regulations governing this activity.

Underwriters' contributions are tax-deductible and their sponsorship is acknowledged through on-air broadcasts according to agreement and in the form of live-mentions or produced radio spots.

Sponsorship/Underwriting Messages May Include	The Benefits
<ul style="list-style-type: none"> - Business or organization name. - Address, phone number, and website. - Listing and value-neutral description of up to three products and/or services. - Organization specific event info: date, time, location, and description. 	<ul style="list-style-type: none"> - The most affordable way to get your message to local listeners. - No production cost - we will do the work for you! - No charge for revisions or modifications. - You support an important, local public service.

***Commitment:** In these challenging times, we understand how difficult it is to run a business. We request you stay on as a sponsor for at least twelve months but if you need to cancel your sponsorship, we request that you please give us a 30-day notice. Regardless, we will always remain friends. Our goal is to always over deliver for our community partners.

Legal: Strategic Communications Group is authorized to operate KWSV-LP noncommercial broadcast station on an assigned frequency of 99.1 mHz. Pursuant to the rules and regulations of the FCC, the parties to this agreement acknowledge that the Station is permitted to broadcast underwriting and sponsorship announcements from for-profit entities, but is not permitted to broadcast commercial advertisements by for-profit entities. In the event the listed referenced SPONSOR/UNDERWRITER is a bona fide non-profit entity, the Station is permitted to broadcast commercial advertisements on behalf of the SPONSOR/UNDERWRITER.

Broadcast Announcements: "99.1FM The Ranch" will provide a copy of the broadcast announcement(s) governed by this Agreement. "99.1 The Ranch" has final editorial control of content of the announcement(s) and may revise, reject or terminate any such announcement(s) in order to maintain good faith compliance with relevant FCC rules and regulations.

Emergency Programming: "99.1 The Ranch" retains the right to interrupt or preempt any announcement covered by this Agreement at any time in case of emergency, or to broadcast other announcements or programs, in its editorial discretion, to do so would best advance the Station's public interest responsibilities.



99.1 The Ranch – KWSV

Strategic Communications Group

543 Country Club Dr. #7, Simi Valley, CA 93065

www.991TheRanch.com

Tel.: 805-285-2050

Registered Charity Number # 77-0494520

RANCH BROADCAST SPONSORSHIP AGREEMENT

This SPONSORSHIP/UNDERWRITING agreement is made this _____ day of _____ 20____ between Strategic Communications Group, a registered 501(c)(3) tax-exempt organization, known hereafter as "99.1 The Ranch" and

Business Name (Sponsor): _____

eMail: _____

Contact: _____

Title: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Cell: _____

Promotion/Event: **99.1 The Ranch Community Stimulus Package**

Broadcast SPONSORSHIP/UNDERWRITING:

The SPONSOR/UNDERWRITER agrees to the listed donation to execute the listed **Broadcast Sponsorship** for broadcast and non-broadcast items as listed below.

- ▶ **Sponsor Spots** - 30 second sponsor messages airing a total of _____ times a day. _____ spots scheduled between 6am and 7pm, plus _____ unscheduled spots. Total of _____ times per month.
- ▶ **Sponsor Thank-Yous** - Your company mentioned daily in live sponsor Thank-Yous.
- ▶ **Show or Feature Sponsor** - _____

Non-Broadcast Promotional Advertising:

The SPONSOR/UNDERWRITER agrees to the listed donation to execute non-broadcast promotional advertising as follows:

- ▶ **Stream Banner Ad** - Custom Banner Ad on website, Ranch Listen Live webpage & Ranch App. Included: ☐ Yes ☐ No
- ▶ **Ad /Coupon on Website** - Your custom coupon on Ranch Website. (816 Width Px x 526 Height Px or 8"W x 5"H.) Included: ☐ Yes ☐ No
- ▶ **Logo on Website with Link** - Your logo to appear on Ranch Website with link to your website. Included: ☐ Yes ☐ No
- ▶ **Ranch Corral Logo** - Your company logo featured in The Ranch Corral for 12 months. Included: ☐ Yes ☐ No
- ▶ **Business Directory** - Company featured in the Ranch Business Directory for at least _____ months. Included: ☐ Yes ☐ No

Please remit initial donation to: Strategic Communications Group, ☐ Check No.: _____ Amount: \$ _____

Recurring monthly donation of at least _____ payments for \$ _____ on the listed Credit Card:

Credit Card No. (Print clearly): _____ Exp. Date: (MM/YY) ____ / ____ CCV: _____

Street / Billing Address: _____ Zip Code: _____

SPONSOR/UNDERWRITER desires to broadcast certain underwriting radio spots in conformity with this Agreement and all rules, regulations and policies of the FCC and desires to schedule "non-broadcast" promotional underwriting with the station, not limited to web, promotion materials and signage.

For the purpose of this Agreement, an "Event of Force Majeure" means any circumstance not within the reasonable control of the Party affected, but only if and to the extent that (i) such circumstance, despite the exercise of reasonable diligence and the observance of Good Utility Practice, cannot be, or be caused to be, prevented, avoided or removed by such Party, and (ii) such circumstance materially and adversely affects the ability of the Party to perform its obligations under this Agreement, and such Party has taken all reasonable precautions, due care and reasonable alternative measures in order to avoid the effect of such event on the Party's ability to perform its obligations under this Agreement and to mitigate the consequences thereof.

"Strategic Communications Group", "99.1 The Ranch", and "KWSV-LP", is in no way making an offer for "commercial advertising". This agreement between the SPONSOR/UNDERWRITER is for acknowledgement of their charitable support of "99.1 The Ranch".

This Agreement shall be governed by, interpreted and enforced in accordance with the laws of the State of California and shall be executed in the County of Ventura. This is the entire agreement of the parties in regard to these matters. There are no oral agreements existing between them.

SPONSOR/UNDERWRITER Approval:

Signature: _____ Date: _____

Name: _____

Title: _____

Strategic Communications Group Approval:

Signature: _____ Date: _____

Thomas Herdering
Director of Community Outreach
thomash@991TheRanch.com

Signature: _____ Date: _____

John Tayloe
General Manager
jdtayloe@991TheRanch.com



Additional Sponsorship Options

Show Sponsor

Hourly identifier of your business in the specified Ranch show.

Show Sponsorship	Hours	Donation per Month
Ashley & Brad in the Morning	6-10am (4hrs)	\$599
J Perez In The Afternoons	2-6pm (4hrs)	\$499
The Dr. Claudia Show	Sundays 8-10am, 11pm-1am	\$299

Features

Sponsorship includes an Intro - "Feature Name is sponsored by..." and an outro :15 second underwriting announcement played after feature.
Most Features are Monday - Friday.

Feature Name and Description	Donation per Month
Ashley & Brad - News Round Up (first segment each hour of morning show)	\$899
Ashley & Brad - Fun Fact of the day - (last segment of show 9:50 - also airs at 5:50 am)	\$199
Parenting Pointers with Dr. Claudia - 8:15am, and 4:15pm.	\$349
Radio Mystery Theatre - Classic radio shows from the 60s and 70s - 10pm, Sun. - Thur.	\$395

Live Remotes

Have The Ranch out for an on-site presence or live remote broadcast.

4 hour Ranch Remote at your Event.	\$1195
4 hour Live Remote Broadcast with Ranch Hand.	\$1995
8 hour Live Remote Broadcast with Ranch Hand.	\$2495

Event Radio Spots

Your event message airing for 2 weeks prior to event.

5 spots aired per day or a total of 56 spots.	\$1540
4 spots aired per day or a total of 42 spots.	\$1290
3 spots aired per day or a total of 28 spots.	\$990

About 99.1 The Ranch

99.1 The Ranch plays the top Country Hits serving Ventura County & The San Fernando Valley. The on-air "Ranch Hands" connect and engage with the Ranch's loyal listeners, bringing upbeat fun, conversation and giveaways while playing all the Country favorites. Airing on 99.1 FM and Streaming online at 991TheRanch.com and on the Ranch App in iTunes and the Google Play Store.

Estimated Nielsen Audio Ratings: Weekly Cume: 15,000 +

Ventura Co. Core Coverage Area: Simi Valley, Moorpark, Camarillo
Ventura County Coverage Area Population: 260,000

LA Co. Core Coverage Area: Chatsworth, Canoga Park Northridge, Woodland Hills
LA County Coverage Area Population: 1,000,000 est.

Sponsorship Messages vs. Advertising:

As a non-commercial station, "99.1The Ranch" cannot offer traditional advertising for over the air broadcasting. However, you can support the station through sponsorships and underwriting in the form of radio spots that comply with the FCC's rules and regulations governing this activity.

Sponsor contributions are tax-deductible. Sponsorship is acknowledged through produced 30-second radio spots and/or live-mentions.

30-Second Sponsorship Messages May Include:

- Business or organization name
- Address, phone number, and website
- Listing and value-neutral description of up to three products and/or services
- Business or organization specific event info: Date, time, location, and description



Call 805-285-2050 or email Partners@991TheRanch.com - No Agencies