



# Partnering with Access Sacramento

2024-25 Annual Opportunities





**Access Sacramento lifts all voices by providing media education and local media platforms to engage the community in public dialogue and showcase creative expression.**



# Executing Our Community Mission

We offer the training, tools, facilities, and distribution for our community's content creators focusing on Diversity, Equity, Inclusion, Free Speech, & Creativity in Sacramento County's diverse cultural neighborhoods.

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Workshops & Seminars

Television Programming

Radio Programming

Work Experience

Youth in Media

Media Events

Equipment Lending

Full Television Studio & Truck

Media Lab

Community Media  
Since 1986

# Access Sacramento

We are an award-winning Public Access Station that was first granted a license in 1983. We opened our doors to the Public in 1986 and have been teaching the community the love of Broadcast for 38 years. Since our inception, we have been deemed, "Best in the Nation" twice By The Alliance For Community Media and have won numerous WAVE Awards for our community's content.



T.D. Trice  
sings during  
our Holiday  
Special





## Training & Workshops

# Learn



Acting For The  
Camera



Make-up For The  
Camera



Basic Camera &  
Field Production



Studio Broadcast,  
Graphics, & LIVE TV



Remote Broadcast &  
Sports Journalism



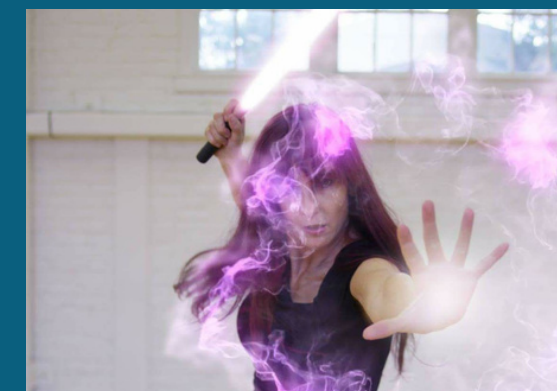
Studio Lighting  
Basics



Teen TV Studio &  
Field Production



Marketing & Growing  
Your Audience



Editing, Graphics



Radio Broadcast &  
Recording



Watch Broadcast TV/ Streaming/ Video-On-Demand

# Popular Shows



Some of our Program Participants have been with the organization for over 30 years. Our Community Producers have become locally famous and enjoy large followings. But most importantly, their voices have been heard and their story threads make up the fabric that is our *authentic narrative* in Sacramento County.



Ray Tatar of  
*Live Wire!*



Felicia K. of  
*1st Lady POV*





## More Local Shows, More Community Coverage



Game Of The Week



Listen Up Sacramento



Libertarian Counterpoint



Everyday Amazing with Sky Cole

## Perspective & Variety



DW News



Democracy Now



The History of California



Ask Islam

Listen to Radio Broadcast on 96.5FM and Streaming on our App

# The Voice of Sacramento

We started as Radio Enthusiasts in 1986 and over the years had various roll-outs to Streaming, Broadcast over Cable TV, and now with Low Power FM since 2002. We offer shows from talk, rock, jazz, political, lifestyle, music exploration, and even broadcast government meetings.



Old School Jazz with Elwood J.



Shane Carpenter Co-Founder of KUBU





KUBU 96.5 FM, Where you can be YOU.



The Smiles Show



Food Talk with Chef Ernesto/ This Is Your Season



Jammin' With Jake (Hosts Jake and Lindsey)



Dee McCoy Radio



Sho' Nuff Show



The Gumbo Mixed Music Show



Old School Jazz Radio



The "Unapologetic" Hour



Youth In Media

# Jr. Reporters



In Partnership with Tower Of Youth, we educate, inspire, & give Youth aged 16-25 hands-on work experience in Sports Broadcast Journalism. We provide full game coverage to the community, providing highlights to local stations and syndicate nationally with NFHS.





# Media Events



A Place Called Sacramento



Home Town Events



Power Of Voice Awards



# Work Experience: We Train Tomorrow's Media Professionals



"As a production assistant at Access I specialized in the ..(CG) and bug box operator positions on the mobile truck broadcasts of Game of the week... because of this experience I was able to begin a career in professional sports broadcasting."

~ Erika Bradley - Bug Box Operator  
Sacramento Kings / NBC Sports California



"I can definitely say that without the opportunity to learn at Access Sacramento I would not be where I am today. The most important thing that Access has taught me is the language of TV production."

~Keith Kidd  
Broadcast Engineer NBA /  
Mobile Unit Engineer NEP

Starting with Access Sacramento frequently results in employment in Broadcast, Sports Journalism, Commercial TV Production, Radio, Filmmaking, News, and even New Media.

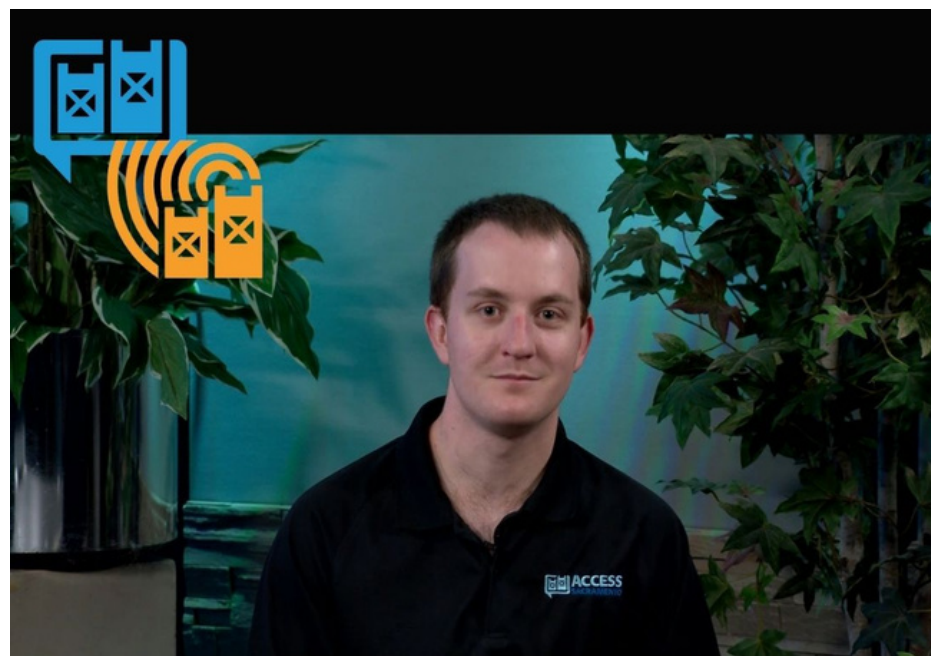


**elliottwest**

Elliott West

Follow

131 Following 105.2K Followers 4.8M Likes



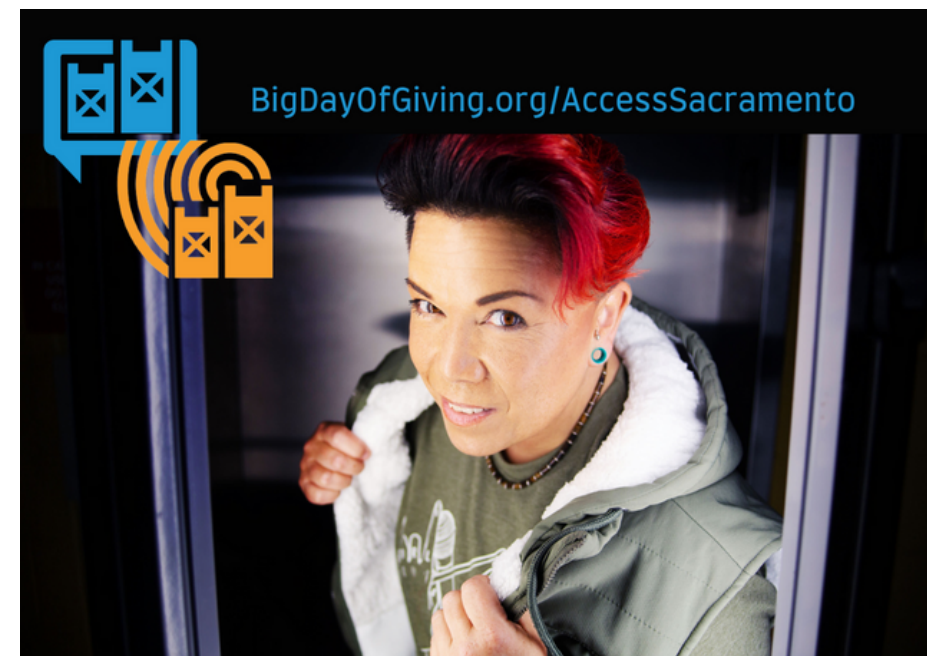
"I especially like having the cable channels to share my content... especially the stories about the disabled community that we want people to know."

~David, Access Sacramento Program Participant



"Access Sacramento taught me skills in ALL aspects of broadcast and production far beyond what any classroom could provide."

~ Greg Kuropat - Xpression CG Operator  
Golden State Warriors



[BigDayOfGiving.org/AccessSacramento](http://BigDayOfGiving.org/AccessSacramento)

"My time as a host for "Soap Box!" was a wonderful learning experience! It was my first time as a television host, and discussing politics with guests. The Access Sac team were exceptional in their support and professionalism."

~Myki Angeline, Podcast Producer | On Air Host, 98 Rock

# Testimonials



We Need You

# Be Our Partner

## Sponsor

### A Place Called Sacramento & Power Of Voice

Opportunities for Sponsorship include Print, Web, TV, Radio, Social Media, and Live On Stage. Let the community know that you champion Free Speech, equity of voice, and representation in media.

## Underwrite

### Live Wire & Game Of The Week

Underwrite a program to keep it on the air. Underwriting helps with the cost of running the station, providing hands-on training, and engaging Youth while creating the shows.

## Donate

### Time, Grants, In-Kind & Leadership

We want a partnership with your organization. We need volunteers, Board Members, equipment, grants for programs, and more. Have an idea for a show? Create it with us, or fund the concept and we will make it.

# Game Of The Week Sponsorship



Number of TV Game Sponsors Placed Per Level

Live ON-AIR & VOD Sponsor Placement: Cable TV, Roku, Apple TV, Amazon Fire TV, AccessSac & NFHS Network Websites

Social Media Posting



AccessLocal.TV & AccessSacramento.org

	HALF SEASON	WHOLE SEASON	COMMUNITY PARTNER
	4 Sponsors Placed (5 games)	2 Sponsors Placed (10 games)	<b>PSA VIDEO</b> Bulletin Boards
	Live On Game Night, 5 scheduled replays (30 TV Plays) Legacy in VOD and NFHS	Live On Game Night, 5 scheduled replays (60 TV Plays) Legacy in VOD and NFHS	Live On Game Night, 5 scheduled replays (Over 60 TV Plays) Legacy in VOD and NFHS
	15 Posts	30 Posts Digital Ad Opportunity	Over 30 Posts Digital Ads Additional Exclusive Branding across channels
	Your 1.5" Display Ad in Proximity to Game Article	Your 2.5" Display Ad in Proximity to Game Article	Your 3.5" Display Ad in Proximity to Game Article
	\$2,500	\$5,000	\$10,000

Viewership: Games average between 2,000 & 4,000 viewers on game day through the 3 distribution channels: Local cable channel 17 TV, NFHS & Access Sac internet streams.

Live ON-AIR Recognition by our hosts of your brand supporting high-school sports :15 :30 second sponsor recognition spots including logos and messaging

The evergreen power of the rerun: Games are popularly rewatched both on NFHS Network.com & on the AccessSacramento.org VOD library.  
*An investment that keeps giving.*

Pre-game Pull: Our pre-game social media drives readers to the AccessLocal.tv game article & your display ad and website link.



# Television Show Sponsorship



Number of TV Show Sponsors Placed Per Level

Live ON-AIR & VOD Sponsor Placement: Cable TV, Roku, Apple TV, Amazon Fire TV, & AccessSac

Social Media Posting



AccessLocal.TV & AccessSacramento.org

## HALF SEASON

4 Sponsors Placed (5 Episodes)

Live On Live Shows, 5 scheduled replays (30 TV Plays)  
Legacy in VOD

15 Posts

Your 1.5" Display Ad

\$2,500

## WHOLE SEASON

Bulletin Boards

2 Sponsors Placed (10 Episodes)

Live On Live Shows, 5 scheduled replays (60 TV Plays)  
Legacy in VOD

30 Posts  
Digital Ad Opportunity

Your 2.5" Display

\$5,000

## COMMUNITY PARTNER



Bulletin Boards

Exclusive Sponsor Placed (Up to 13 episodes)

Live On Live Shows, 5 scheduled replays (Over 60 TV Plays)  
Legacy in VOD

Over 30 Posts  
Digital Ads  
Additional Exclusive Branding across channels

Your 3.5" Display

\$10,000

Viewership: Shows average between 2,000 & 4,000 viewers on first day through the 3 distribution channels: Local cable channel 17 TV, & Access Sac internet streams.

ON-AIR Recognition of your brand supporting the show :15 :30 Second Sponsor recognition spots including logos and messaging

The evergreen power of the rerun: shows are popularly re-watched both on the AccessSacramento.org VOD library.  
*An investment that keeps giving.*

Pre-show Pull: Our pre-show social media drives viewers to your display ad and website link.

# Radio Station Sponsorship



Number of Radio Sponsors Placed Per Level

ON-AIR Placement: 96.5 FM & KUBU App

Social Media Posting



AccessLocal.TV & AccessSacramento.org Newsletter

## QUARTERLY

4 Sponsors Placed

:30 Sec Sponsor Recognition played 1x/ hour 12 hours a day

12 Weekly Posts

Your 1.5" Web Ad

\$2,500

## SEMI-ANNUALLY

Bulletin Boards on TV  
3 Sponsors Placed

:30 Sec Sponsor Recognition played 1x/ hour 24 hours a day

24 Weekly Posts Digital Ad Opportunity

Your 2.5" Web Ad

\$5,000

## COMMUNITY PARTNER

### PSA ON-AIR

Bulletin Boards on TV  
Exclusive Sponsor Placed

:30 Sec Sponsor Recognition played 1x/ hour 24 hours a day

52 Weekly Posts Digital Ads Additional Exclusive Branding across channels

Your 3.5" Web Ad

\$10,000

Listeners: Shows are Broadcast through the Sacramento Core to Approx 7,029 households & 433 Businesses, Streamed over KUBU App worldwide.

ON-AIR Recognition of your brand supporting KUBU  
One :30 Sponsor recognition spot including your messaging

A radio station that reflects the diversity of Sacramento County. Expose your brand to several different demographics on the same station.

Be recognized for providing classes & training in Radio Broadcast and building community radio voices regardless of income, race, or creed.

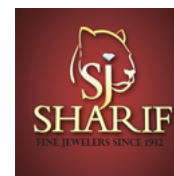


# "A Place Called Sacramento" Film Premiere Sponsorship

Your Sponsorship will be seen by 975 In-person guests at the Crest Theater, and on Cable, Streaming OTT, and digital online. Your brand will be recognized through our website, and Social Media audience with an established reach of over 10k in a single post on Facebook alone. Over 10,000 fans across 4 platforms are approx 55% Female/ 45% male, and primarily aged 35-55 years old on Facebook & 25-55 year old on Instagram. 35% reside in Sacramento with significant numbers living in Elk Grove, Carmichael, Roseville, and Rancho Cordova. Our Premiere Showcase also replays on Cable TV and Streaming, giving your brand more impressions for years to come. A sponsorship now, means years of brand recognition supporting Access Sacramento.



	Bronze \$500	Silver \$1,000	3 Gold \$2,500	1 Platinum \$5,000
Virtual / Websites	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weekly Newsletter through Oct 2024	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printed Program Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Big Screen Exposure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Coupons / Swag Opportunity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TV & Radio Film Program Exposure +3 Episodes Live Wire Event Exposure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital Community Board Channels 17/18/14	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Space in Lobby	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Poster and Step & Repeat	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Swag Bag Opportunity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Present Audience Award	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tickets Provided	1	2	3	4





# Power Of Voice Awards Show Sponsorship

	9 Bronze \$500	6 Silver \$1,000	3 Gold \$2,500	1 Platinum \$5,000
Virtual / Websites	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your Brand Integration on Virtual App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TV & Radio Exposure		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Posters			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Printed Program Ad	Quarter	Half	Full	Back Cover
Step and Repeat			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Auction Items Opportunity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Swag Bag Opportunity		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Table in Lobby				<input checked="" type="checkbox"/>
Live Stream Media Recognition				<input checked="" type="checkbox"/>
Present Award				<input checked="" type="checkbox"/>
Tickets Provided	2	4	Half Table	Table



Your Sponsorship will be seen by 130 In-person guests at our Awards show recognizing our Community's Leaders & Change Makers. Broadcast & Streaming is just the start. Your brand will appear in the Virtual Experience and be recognized through our website, and Social Media audience with an established reach of over 5,544 in a single post on Facebook alone. Our 7,109 fans across 3 platforms are approx 55% Female/ 45% male, and primarily aged 35-55 years old on Facebook/ Twitter & 25-55 year old on Instagram. 35% reside in Sacramento with significant numbers living in Elk Grove, Carmichael, Roseville, and Rancho Cordova. Our Awards Showcase also replays on Cable TV and Streaming, giving your brand more impressions.

tia gemmell photography 2019



# Home Town Events Sponsorship

Place your Logo on our Mobile Broadcast Studio Truck and show the whole community how you support community coverage. We will take you everywhere we go in Sacramento County! Sporting events, Arts & Cultural events, and Government Meetings & Conferences. Your support will be seen for miles & miles of driving to & from events. You will also be thanked On-Air, Web, and Social Media for all the events we record!



Decal	Panel or Door	Large Area
Your Logo	Your Sponsor Ad	Your Large Presence
One Year	One Year	One Year
\$5,000	\$7,500	\$10,000



# Home Town Events

## Sample Opportunity

### BACK TO THE BLVD

#### 2nd ANNUAL SHOW, SHINE, & CRUISE

- 20+ Food Vendors, variety of sabores and dishes
- Several local craft beer and traditional Mexican beer
- Live Music, Banda, and Art events
- Kid Zone with face paint, jump houses and more
- Center Ring Boxing Sparring Event
- Baile Folklorico
- Local Radio Station booths providing raffles
- Trophy awards to participating classic cars

### Access Sacramento Records & Broadcasts the event presented by YOU!

- Recording entire parade of vehicles
- Dance performances
- Interviews
- Event Tent for your brand
- Your Logo on our truck prominently placed at the event
- Your Logo and recognition on TV, Radio, & Web
- Your brand recognized in all replays and VOD



2019 Event had over 5,000 Spectators  
400 Classic Cars, 20 Food Vendors and  
20 sponsors offering 10+ Activities for Families



# Fund Our Mission

When you sponsor Access Sacramento and KUBU Radio,

- You create pathways for local community members to learn, create, share, and be recognized.
- You help create a community around local story-telling.
- You uphold diversity, inclusion, and equity in media.
- You give opportunities to local creators to hone their skills and demonstrate excellence.
- You support the local creative economy.
- You create a pipeline from pre-professional to employed at commercial stations for our Youth.
- You hold open an equitable space for Free Speech.
- You make employment in Film, TV, & Radio accessible those who have not attended college.
- You help weave the fabric of stories and representation of Sacramento County.

Thank you for becoming a Sponsor or Underwriter today.



## Previous Event Sponsors



Christina Marie Jeffers  
 Marketing & Sales  
 CMJeffers@AccessSacramento.org  
 916-919-5965