

Partnering with Access Sacramento

2023- 24 Radio 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, Creativity, in Sacramento County's diverse cultural neighborhoods.

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 36 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

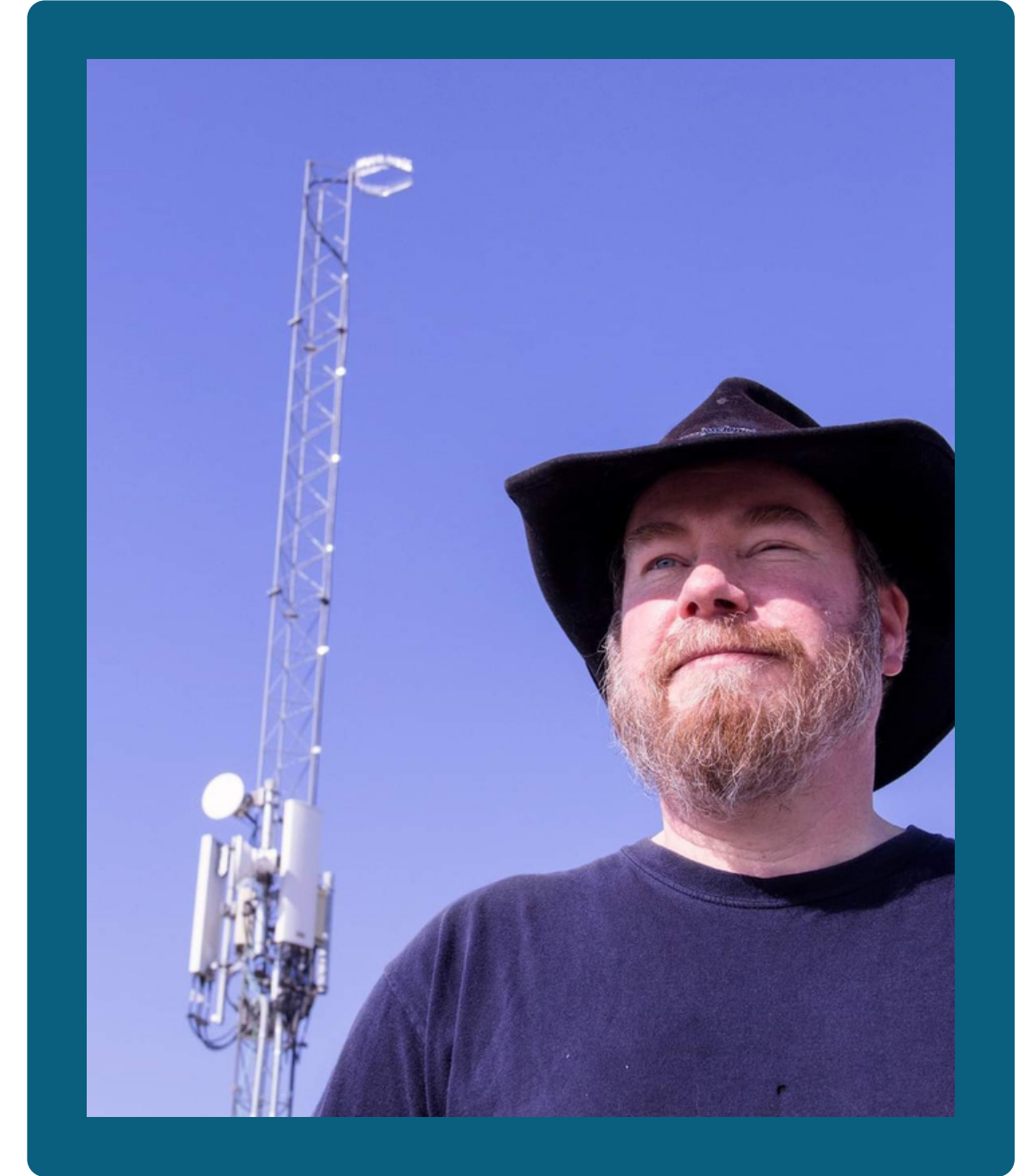
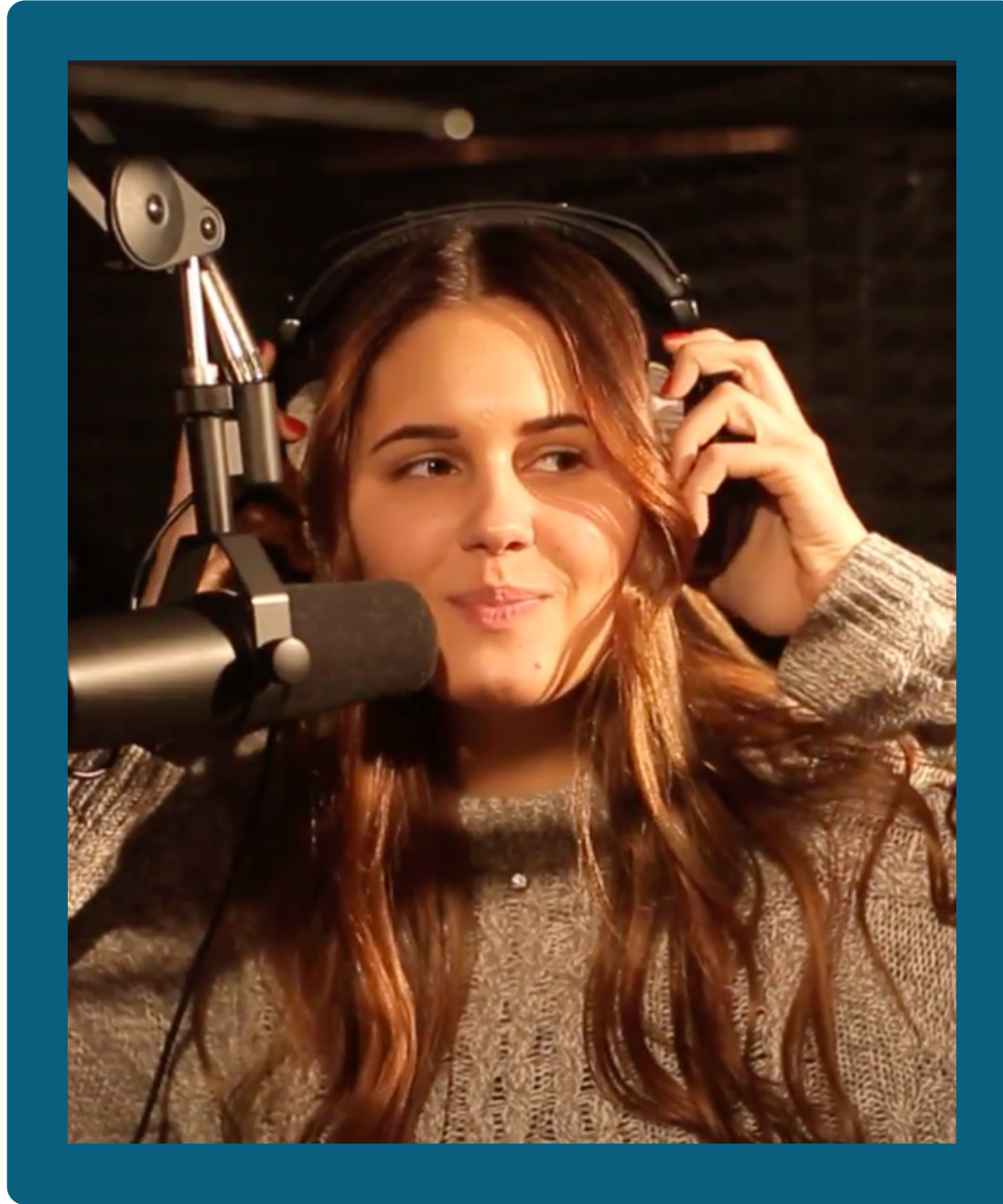


Radio Broadcast &
Recording

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.



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

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.

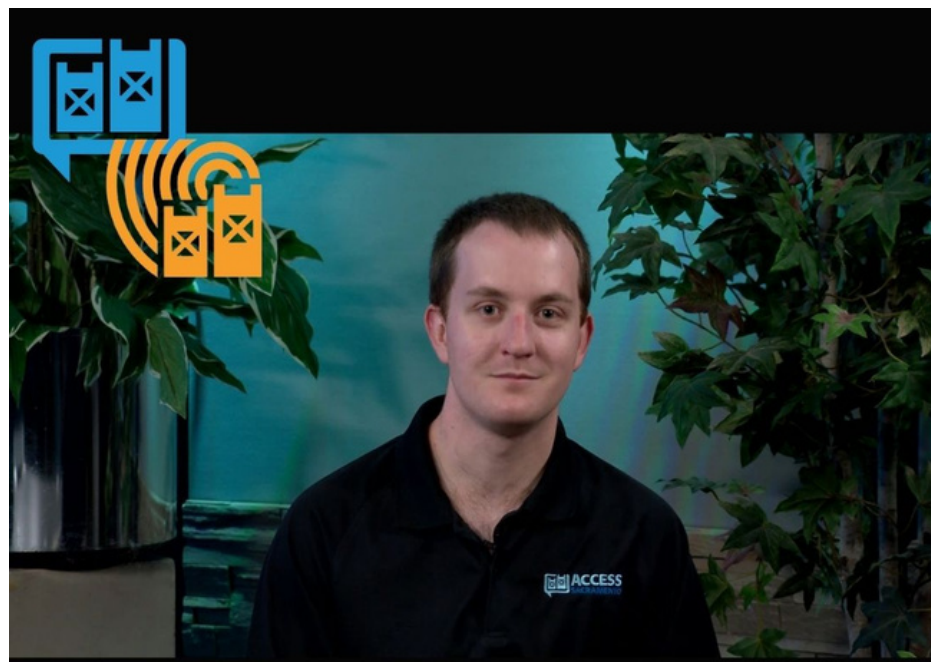


elliotttwest

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



Testimonials

Radio Producer Sponsorship



Number of Radio Sponsors Placed Per Level

ON-AIR Placement: 96.5 FM & KUBU App

Social Media Posting



*Jun 1 and Dec 15th are the approximate dates of Newsletter recognition

AccessSacramento.org

QUARTERLY

5 WEEKS

Up to 7

Sponsor Recognition played within Producer's Show

By Producer in show's pages online and Included in Access Sac's newsletter 1x year*

Your logo on Producer's page

\$96.50

Up to 3

Sponsor Recognition played within Producer's Show

By Producer in show's pages online and Included in Access Sac's newsletter 2x year*

Your logo on Producer's page & KUBU 96.5 FM's page

\$250

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.

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.

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