

Bobcat Radio is looking for underwriters for our LIVE sports broadcasts, i.e. volleyball, football, basketball, baseball, and softball, weather, and sports updates. Underwriting one of the games is a low-cost way of supporting Bobcat Radio, a non-profit, non-commercial educational radio station and a way to get the name of your business heard by KQAT listeners. Underwriting is not “advertising,” but can still provide some of the same benefits as commercial advertising, while allowing social benefits that traditional advertising cannot provide. It’s an excellent public relations tool. Listeners will gain a positive image of your company and supporting Bobcat Radio shows that your organization is interested in contributing to the quality of education in Hallsville and of life in Hallsville and the surrounding communities.

Football Broadcast Rates:  
Title Sponsor: $200 a game for regular season games (10-14 mentions per game) Example: “This pre-game show is brought to you LIVE by our friends at Fish & Still Equipment in Marshall. Fish & Still is your local John Deere dealer offering 0% financing and great discounts on all John Deere equipment. Located at 6005 East End Blvd South, Marshall 903-938-8891. Fish & Still Equipment is a proud supporter of Bobcat Radio.” 10-14 mentions per game. Different over-the-air mentions can be made. Another example: “Support for this pre-game show of the Bobcats vs Lancaster Tigers playoff football game is provided by Fish & Still Equipment specializing in stock and high performance tractors, chain saws, mowers, everything Yeti, and Gators. Factory-trained technicians. Open Monday through Friday, 7:30 to 5 and Saturdays 8 to Noon; 903-938-8891. Fish & Still Equipment is a proud supporter of Bobcat Radio.” As an added bonus, your business will be the sports update sponsor for the week you advertise.

Pre-Game Show: $40 a game (3 mentions) *NOTE: Only 1 pre-game sponsor per game.*  
Quarter Sponsors: $25 a game (2 mentions)

Volleyball Broadcast Rates:  
Title Sponsor: $100 a game. See info above ‘title sponsorships.’ (10 mentions)  
Between Matches: $25 a game (2-3 mentions)

Weather/Lunch Menu ‘Paws’ Sponsor Rates:  
Sponsors of weather forecast/lunch menus on Bobcat Radio donate $1,000 yearly or $0.20/ ‘Paws’ spot. Each weather/lunch menu sponsor receives a minimum of 16 times per day with their business name mentioned on both sides of the weather forecast/lunch menu). This is a very inexpensive way to promote your company and support the kids. Monthly payments accepted.

Each underwriting package can be uniquely structured for the needs of a particular business. Credits (mentions) are defined as a 10-20 second underwriter message conforming to the FCC guidelines for educational, non-commercial broadcasters.

Bobcat Bulletin Board Sponsors/Underwriters: “Bobcat ‘Paws’ for Bobcat Cause” The Bobcat Bulletin Board airs Monday-Friday, 6AM-6PM. This daily program features public service announcements, interviews with representatives from community groups, HISD officials, local charities, HISD service clubs, school groups, sports updates, art updates, weather, lunch menus, Take Care by Dr. Will Walker of ETBU, Healthy Habits by Stephanie Hunt-Johnson-Family Medical Clinic, Meet the Coach on Thursday mornings LIVE from Hallsville Hardware, Farm & Ranch Report by Thomas Richardson, and more. Businesses, organizations, or other entities that donate $60/month are considered underwriters. This entitles you to a minimum of 12 ‘on-air’ announcements per day (Monday-Friday) each month**. Special running through August 31, 2016…$600 for an entire year...that’s a $60 savings.** That’s 12 “Paws” spots/day X 280 day a year = 3,360 spots. $600 annually/3,360 “Paws” spots - $0.18/spot.



KQAT UNDERWRITING AGREEMENT  
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Underwriter: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On-Air Mention Samples:

* Support for this program is provided by (name, address, phone, website).
* A portion of this program is brought to you by (name, address, phone, website).
* This football game broadcast is brought to you by…
* This Ladycat volleyball playoff game is sponsored by…
* The Bobcat Bulletin Board is sponsored today by…
* The weather/lunch menu is brought to you today by…

Underwriting plan and cost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program/Time/Day: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contract Date(s) from/to: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Agreements: KQAT-FM will broadcast the above underwriting credits as described in the agreement with possible exceptions during holidays or due to technical or otherwise unforeseen incidents or shutdowns. In the event of these potential occurrences, KQAT will “make good” any credit not aired. Over-the-air mentions will consist of underwriter’s business name, location, and phone number. Pre-recorded spots will be voiced by KQAT staff member, student, or volunteer (per underwriter request). The underwriter agrees to full payment of the above contract contributions in exchange for broadcast mentions.

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Signature (Underwriter or Sponsor) Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_  
Signature (KQAT Representative) Date

UNDERWRITING  
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Underwriting contributions from businesses, organizations and individuals are a means of support for non-commercial, educational, community stations such as KQAT 104.9 FM. KQAT does not accept sponsorship or underwriting with intent to discriminate on the basis of race, gender, or ethnicity. Sponsor or underwriter hereby certifies that it is not acquiring broadcast air time under this sponsorship/underwriting contract for a discriminatory purpose, including but not limited to basis of race, national origin, or ancestry.