

Purchasing spots on the radio still provides some of the best value in advertising, and in the Superior market, sponsorship of sports programming is not only a great way to expose your business, but also to show your support of UW-Superior Athletics and live programming on our radio broadcast home, 91.3 FM KUWS. Once again Yellowjacket Athletics is poised to broadcast nearly 100 regular season and playoff games across nine sports, putting your business in the middle of all the action of teams that have won conference championships and qualified for the NCAA tournament in the past year. There is no better sports broadcasting value anywhere!



## Sports Broadcast on 91.3 KUWS

Baseball  
Men's Basketball  
Men's Hockey  
Men's Soccer  
Softball  
Volleyball  
Women's Basketball  
Women's Hockey  
Women's Soccer

## Sponsorship Benefits

**The Halo Effect:** By sponsoring sports on KUWS, you become part of the WPR family and listeners are more likely to consider, purchase, and recommend a business they heard on public radio when making purchasing decisions.

**Supporting Students:** Sponsorship of sports broadcasts on KUWS not only shows your business supports the local collegiate sports programs, but also the students who compete in the games as well as those who work on all of our sports broadcasts.

**Supporting Local Programming:** KUWS is proud to call Superior home, and as a station we relish our role in providing the most local programming for our market. Your sponsorship shows your business also values the local programming - news and music as well as sports, we have to offer. In addition, KUWS is the only Wisconsin Public Radio affiliate station to offer any kind of sports programming, making us a unique property in Wisconsin.

## Sponsorship Levels

**\$1,200:** Your business will receive the same messaging as a \$1,000 sponsor, but in addition you would sponsor an in-game element\*. The messages will be approximately 15 seconds in length and receive 4-6 mentions per broadcast. Over a 100-game season your price per mention would be \$2.00 - \$3.00.

**\$1,000:** Your business will receive a stand-alone message highlighting the good and services you provide to our community. The messages will be approximately 15 seconds in length and receive 4-6 mentions per broadcast. Over a 100-game season your price per mention would be \$1.67 - \$2.50.

**\$500:** Your business will receive a name recognition and short message of 8-10 seconds in length. You will be and grouped with two other businesses and receive 4-6 mentions per broadcast. Over a 100-game season your price per mention would be \$.83 - \$1.25.

***\*In-Game Elements include but are not limited to:***

Pre-Game Show - **SOLD**  
Head Coach Interview  
Player(s) of the Game  
Out-of-Town Scoreboard  
Starting Lineups - **SOLD**  
Intermissions/Halftimes - **SOLD**  
Opening Pitch/Tip-Off/Face-Off - **SOLD**  
Keys to the Game  
Power Plays/Bonuses/Penalty Kicks - **SOLD**  
Post-Game Show - **SOLD**

Yellowjacket Athletics and 91.3 FM KUWS are excited for the future of our sports broadcasts and the opportunities and value we can bring our sponsors. For more information or to purchase your sponsorship for the 2024-25, please contact Jon Garver at 715-395-4614 or at jgarver@uwsuper.edu.