



## ***Indigenous in Music Larry K***

**Proposal for Underwriting**

**To**

**Company Name Here**

**Indigenous in Music  
1438 19<sup>th</sup> Street, Sarasota, FL 34234**

**For further Information, contact:**

**Larry Knudsen - 612.432-.0057 [larry@twobuffalo.com](mailto:larry@twobuffalo.com)**

**Daniel Matute - 941.894.4885 [daniel@twobuffalo.com](mailto:daniel@twobuffalo.com)**

**[indigenousinmusic.com](http://indigenousinmusic.com)**



## Indigenous in Music with Larry K

### A note from Larry K.

I would like to personally extend an invitation to you to be an important part of our syndicated radio program. I am very happy to announce we are now distributed on 3 radio networks and heard on over 30 stations and in 4 major markets.

A great opportunity for your company to reach the Native American, Mexican, Aboriginal and Latin American communities here in the US.

**MISSION:** The Indigenous in Music Radio Show mission is to develop, organize, promote and administer a comprehensive, coordinated music program. Providing music from our Indigenous musicians, enriching education through music, and entertainment for the general public.

**WHO:** Indigenous in Music with Larry K has been broadcasting to the public interest since 2010. Today listeners rely on Indigenous in Music to deliver their weekly dose of Indigenous music and interviews.

**WHAT:** Every week host Larry K from the Ho Chunk Nation brings you two (2) hours of Indigenous sounds. Enjoy interviews and a mix of new music from our Indigenous musicians from around the Western Hemisphere, a variety of rock, pop, country rock, flute, house and electronica.

**WHERE:** Our show is recorded at the Two Buffalo Studios in Sarasota, FL and is heard around the USA and Canada.<sup>[1]</sup><sub>[SEP]</sub>

**WHY:** The "Indigenous in Music with Larry K" radio show was developed to support indigenous musicians. After we did our research, we discovered that our indigenous musicians were not getting the exposure needed to get into the mainstream music scene. Host Larry K, from the Ho Chunk Nation started the Indigenous in Music Radio Show.

Both a host and producer, Larry values the diversity of cultural expression and traditions, fosters the preservation and advancement of diverse musical genres, creates a sense of welcoming and belonging, enhances the enjoyment of life, and celebrates community with great programming.

**WHEN:** To develop and market our show to radio stations around the world. We will provide music and interviews to the general public. We will promote our indigenous musicians and entertainers.<sup>[1]</sup><sub>[SEP]</sub>

## DISTRIBUTION



Indigenous in Music is heard daily on NV1 - Native Voice One, the Native American Radio Network, our program is heard on top-market urban radio stations and on reservation/village based stations throughout the United States and Canada. Also you can find us 24/7 on demand at PRX – the Public Radio Exchange and Pacifica AudioPort.



Larry K is the music profiler for the SAY Magazine based out of Winnipeg, Canada, and is distributed bi-monthly internationally. Our show and musical guests are featured in the magazine.

### **BENEFITS OF SPONSORSHIP**

#### **The Public Radio Difference**

Underwriting announcements on public radio create a “halo effect” for sponsors and convey integrity social responsibility and high-quality products.

80% have more positive opinion of a company when it supports public radio

90% to pick a direct action as a result of here in a sponsorship message

75% say when all else equal they prefer to buy from a public radio sponsor.

#### **Unique Marketing Tool**

Public radio programming is unique among radio stations your message could be tailored to stand out on this unique medium

#### **Commitment**

Public radio listeners are passionate and loyal – they spend their own money to support the programming, they are actually thankful you support their favorite programming.

#### **Uncluttered Environment**

Your message doesn't get lost in a sea of other advertisers. The uncluttered environment leads to more active listening.

#### **Reach your Target**

Your message reaches the influential people in the community; opinion leader; decision makers; business leaders; A specific audience can also be targeted by the content of the program.

#### **Credibility**

The trust that the audience has in its radio station is transferred to you and your business

## **FAQ**

### **What's the difference between commercial radio and public radio?**

Public radio differs from commercial radio in several ways:

Public radio is nonprofit

Public radio produces and distributes primarily educational cultural and informational programs

Public radio may accept gifts, grants, donations and contributions for the production, acquisition and broadcast of those programs

### **What's the difference between underwriting announcements and commercials?**

Underwriting is a way of supporting public radio and introducing your business to our listeners. More than just a commercial announcement, underwriting makes it clear that programming would not exist without the sponsor's support - something the audience notices and appreciates.

Underwriting announcements (15 seconds in length) have to maintain a "non-commercial" feel and may include a business name, a brief description of the business or service and location/contact information.

### **Can underwriting be used as a tax write off?**

Yes

### **Do we need to send you pre-recorded underwriting spots?**

No, we produce all spots in our studios with a professional on-air talent. You may submit your own copy - we put it all together for you at no charge.

### **What kind of language can we use in our announcement?**

Established slogans or logograms that identify the underwriter, but are not overtly promotional, and which do not refer to a specific product or service.

Factual, value-neutral descriptions of a sponsor or its products or services.

Internet addresses and dates for specific events, performances or appearances.

### **What kind of Language is not allowed?**

Any language that is promotional in nature.

Language that is qualitative or comparative, or statements based directly or indirectly on someone's opinion.

Language that could be perceived as an linM advocacy position.

A call to action to consume a product or service, or inducement to buy, sell, rent or lease.

Pricing information or indication of associated savings or value.

### **Can we use more than one messaging campaign for our broadcast flight?**

Certainly. You may submit entirely different pieces of copy that can be rotated over the course of your broadcast flight in order to convey different messages.

### **What time does linM play?**

linM is scheduled throughout the week at different times, on different stations, throughout the United States and Canada.

**UNDERWRITING RATES**

**13 Weeks**

Production of one 15 second spot  
3 spots within one hour  
Total of 39 spots  
Cost for three spots: \$231.00  
**Total Grant- \$9,000.00**

**26 Weeks**

Production of one 15 second spot  
3 spots within one hour  
Total of 78 spots  
Cost for three spots: \$231.00  
**Total Grant- \$18,000.00**

**52 Weeks**

Production of one 15 second spot  
3 spots within one hour  
Total of 156 spots  
Cost for three spots: \$231.00  
**Total Grant - \$36,000.00**

**13 Weeks**

Production of one 15 second spot  
6 spots within two hours  
Total of 78 spots  
Cost for six spots: \$462.00  
**Total Grant- \$18,000.00**

**26 Weeks**

Production of one 15 second spot  
6 spots within two hours  
Total of 156 spots  
Cost for six spots: \$462.00  
**Total Grant- \$36,000.00**

**52 Weeks**

Production of one 15 second spot  
6 spots within two hours  
Total of 312 spots  
Cost for six spots: \$462.00  
**Total Grant - \$72,000.00**

**LIVE SPECIAL ANNOUNCEMENT FROM HOST LARRY K  
Artist Interview Segment**

**26 Weeks**

Production of one 20 second spot  
Total of 26 spots  
Cost per spot: \$384.62  
**Total Grant - \$10,000.00**

**52 Weeks**

Production of one 20 second spot  
Total of 52 spots  
Cost per spot: \$384.62  
**Total Grant - \$20,000.00**

**RADIO UNDERWRITING CONTRACT**

Thank you for your commitment to independent community radio by becoming an linM sponsor through underwriting. Unless noted otherwise, this contract is for dates of agreed upon.

Company: \_\_\_\_\_

Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PROPOSED TEXT OF ANNOUNCEMENT**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PACKAGE SELECTION**

Spots \_\_\_\_\_ Weeks \_\_\_\_\_ Live Announcement From Larry K: Weeks \_\_\_\_\_  
Total Amount \$ \_\_\_\_\_  
Begin Date: \_\_\_\_\_ End Date: \_\_\_\_\_

If paying by credit card, call Indigenous in Music at 612-432-0057. Or mail a check to:  
Indigenous in Music Inc.  
1438 19<sup>th</sup> Street  
Sarasota, FL 34234-2032

\_\_\_\_\_  
Underwriter signature Date

Larry K Date



**1438 19<sup>th</sup> Street, Sarasota, FL 34234  
612.432.0057**

[www.indigenousinmusic.com](http://www.indigenousinmusic.com)

**For further Information on Sponsorships, contact:**

*Larry Knudsen, Sponsorship Chair - 612.432-.0057 [larry@twobuffalo.com](mailto:larry@twobuffalo.com)  
Daniel Matute, Co-Chair 941.894.4885 [daniel@twobuffalo.com](mailto:daniel@twobuffalo.com)*

