



USC RADIO GROUP

**2020 KIDS
DISCOVERY
DAYS**

Corporate Partnership
Opportunities

USC RADIO GROUP

*Listener Supported, Classical Public Radio
Changing Lives, Improving Our Communities*

The **USC Radio Group** and its Northern and Southern California properties, **KDFC** and **KUSC**, respectively, are uniquely positioned to put MUSIC and music instruments in the hands of children throughout California. California schools have been cutting music education for years and performing arts organizations have assumed the role of ‘curator’ and ‘provider’ of music education programs. As the organization behind the only Classical Music station in the Bay Area (**KDFC**) and the largest Classical Music station in America (**KUSC**), the **USC Radio Group** is committed to accessibility on the air, in classrooms and educational venues. In many economically-challenged communities, children now more than ever will receive music and arts education only when it is provided by another nonprofit organization.

As a public radio organization, the **USC Radio Group** joins its arts partners as a conduit to music exposure and music/arts education.

Exposure to music and learning a musical instrument is correlated with improved mastery of math concepts, heightened concentration, and left-brain skills that are so crucial in the creative, innovation and technology economies. The **USC Radio Group** is leading an effort with Bay Area and Southern California music education and performing arts organizations so that every child has hands-on access to music, a musical instrument, music education, and the educational benefits of **MUSIC!**





KIDS DISCOVERY DAYS are....:

- **INTERACTIVE**, hands-on Kids/Family educational and musical events at partner educational-entertainment venues featuring vocal and musical performances by nationally recognized arts and youth organizations, interactive musical activities and workshops from local music education organizations, a live broadcast by **KDFC** and **KUSC** Hosts, and the popular musical instrument “Petting Zoo”
- Events are **TARGETED FOR PRE-SCHOOL AND EARLY GRADE-SCHOOL AGED CHILDREN**
- **PROMOTED** – each event is promoted for 3 weeks using live and recorded on air broadcast messages as well as station digital/social assets

AMAZING!



IMPACT

- Over 18,000 attendees and **27.5 Million** media impressions projected for 2020
- **SEVEN (7)** previous events have had **26,600** in attendance





KIDS DISCOVERY DAYS: CORPORATE PARTNERSHIP BENEFITS

MAXIMUM SOCIAL IMPACT

USC Radio Group's *Kids Discovery Days*, like the 11 FM signals and Digital Channels that drive the organization, are **FREE**. Kids are free to enjoy the hands-on event, the music, and the interactive activities at our partner venues free of charge, eliminating potential socio-economic barriers. Your company's support of *Kids Discovery Days* allows us to maximize attendance and the educational impact of these events.

YOUR COMPANY WILL BE SUPPORTING THE ENTIRE ARTS ECOSYSTEM, NOT MERELY ONE NON-PROFIT ORGANIZATION

Over Twenty (20) Non-Profit Arts/Music Organizations will be participating in the USC Radio Group's 2020 *Kids Discovery Days* events. Hundreds more are showcased by the USC Radio Group annually. Partnering with USC Radio Group's Classical **KDFC** and Classical **KUSC** provides support of, access to, and amplification

for the hundreds of non-profit arts groups that make the Bay Area and Southern California a vibrant place to live and work.

UNPARALLELED AMPLIFICATION

Listener supported USC Radio Group's stations reach more people in a week than the largest symphony orchestras or theater groups do in an entire season: over 2.2 Million Monthly listeners across FM and Digital Channels.

Your companies' support of *Kids Discovery Days* will be amplified to a Highly Educated, Influential and Engaged Audience: The LEADERS, THINKERS, and ACHIEVERS that fuel the Bay Area and Southern California's innovative culture and economy...resulting in a powerful halo effect from your support of public broadcasting, MUSIC Education and the Arts.

ASSOCIATION WITH S.T.E.A.M.: SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, AND MATH

Help the USC Radio Group fuel the creative, innovative economies and culture of the Silicon Valley/Bay Area, Hollywood and the Los Angeles/Southern California region. The USC Radio Group is a VOICE for the Arts, and the Arts provide the S.T.E.A.M. needed for 21st century education.



2020 KIDS DISCOVERY DAYS

Corporate Partnership Integration/Amplification Opportunities

- Company logo recognition on **Kids Discovery Day** web page(s)
- Inclusion in station permission-based emails to 40,000+ database(s)
- Recognition/inclusion in **Kids Discovery Day** event programs
- Logo on 36x92 event signs at **Kids Discovery Day** events
- Name recognition in recorded on-air promotional messages
- Bank of :15-second recorded underwriting messages/spots for corporate partner
- Company on-air recognition (all FM and Digital audio channels) during live event
- Company inclusion in approved digital assets (photos/videos, blogs) available for social media, marketing and PR efforts



2020 Event Dates and Locations:

SUNDAY, FEBRUARY 23, 2020

KDFC Kids Discovery Day @ Tech Museum of Innovation
Santa Clara County, San Jose, CA

SUNDAY, APRIL 5, 2020

KUSC Kids Discovery Day @ Bowers Museum
Orange County, Santa Ana, CA

SUNDAY, MAY 31, 2020

KUSC Kids Discovery Day @ Natural History Museum
Los Angeles County, Los Angeles, CA

SUNDAY, JUNE 28, 2020

KDFC Kids Discovery Day @ Lawrence Hall of Science
Alameda County, Berkeley, CA

KIDS DISCOVERY DAYS

Interactive Music and Education for Bay Area and Southern California Kids and Families



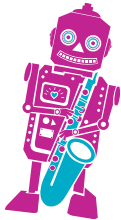
USC RADIO GROUP

KUSC
CLASSICAL | *fm* 91.5

KDFC
SAN FRANCISCO CLASSICAL

KDFC Bay Area and Northern California

KUSC Los Angeles and Southern California



USC Radio Group

Non-Profit Classical Public Radio

San Francisco

Los Angeles

KDFC FM

KUSC FM



Contact:

John Leathers

Sr. Mgr. Underwriting and Corporate Partnerships, USC Radio Group
jleathers@uscradiogroup.org | 415-546-8311