

Print out this page, fill in the Business Sponsor Program Agreement Form on the other side and mail or bring them to KDOV with the requested information.

KDOV Business Sponsorship Program

The mission of KDOV Radio is to Affirm Faith, Provide Hope and Encourage Growth through our programming, music and outreaches to the community. When you partner with us through our business sponsorship program, you become an active part of our commitment to Southern Oregon and Northern California.

Your involvement in our sponsorship program not only allows you to financially support KDOV, but it also aligns your business with a ministry that is a life-changing, vital part of this community.

KDOV also delivers a loyal listenership that is dedicated to the vision of our ministry. Many are financial supporters themselves of KDOV and are eager to support and invest in businesses that share their commitment to this station.

As a Business Sponsor of KDOV, you will enjoy:

- Exposure to thousands of faithful listeners through regular on-air Business Sponsorship acknowledgements.
- Identification with positive music and programming designed especially for families.
- Support of positive family values based on Biblical principles.
- Extra incentives: Promotion through our internet website www.kdov.net.
- Your message will be heard, not only in Medford, but also in Josephine County through translators 88.1 FM, 106.5 FM and 92.3 FM, and in portions of Northern California.

BUSINESS SPONSORSHIP POLICIES AND PROCEDURES

KDOV is please to provide an opportunity for local businesses and corporations to support KDOV Radio through special business donations via our Business Sponsorship Program. These sponsorships are approved under the guidelines of the Federal Communications Commission (FCC) governing non-commercial licensees. Here are the policies and procedures for Business Sponsorships supporting the ministry of KDOV.

POLICIES

What are Business Sponsorships?

Business Sponsorship donations made to KDOV are deemed to be corporate contributions to a non-profit organization and are tax deductible. These donations should not be interpreted as a commercial sponsorship for the purpose of advertising a company, product, service or special event. Business Sponsorships to KDOV are to be seen exclusively as a desire of a local business or corporation to support KDOV's ministry to the community.

Who can be a Business Sponsor?

Business Sponsorships are available to all companies, corporations, associations, or individuals representing such groups that meet the following guidelines for sponsor eligibility:

- a) the business does not sell or distribute sexually-oriented books, magazines, videos or novelties that are considered to be pornographic or violate area decency standards. For example, a convenience store chain that sells pornographic materials would not be deemed an eligible sponsor.
- b) the business does not sell or distribute alcoholic beverages as its primary source of income. For example, any establishment that is generally recognized as being a "bar" would not be deemed an eligible sponsor. However, a store or restaurant that also includes alcohol as a beverage option for its patrons would be considered eligible.
- c) the business does not provide gambling as its primary source of income. For example, any establishment that is generally recognized as either a "casino" or as a sports gambling establishment (such as horse or dog racing) would not be considered an eligible sponsor. However, a store or business that sells state or regional lottery tickets as an option to its patrons would be considered eligible.
- d) the business does not promote or market a non-Christian belief system as its primary purpose. Only authorized KDOV station personnel can solicit Business Sponsorships.

What can Business Sponsorships say?

When a local business or organization makes a Business Sponsorships donation to KDOV, they are identified on air in the form of a "sponsorship acknowledgement." The name of the business, funding the Business Sponsorship will appear in the sponsorship acknowledgement as being the sponsor. Sponsorship acknowledgements will also include an "identifying phrase" that clarifies the nature of the business, and includes product and services information that is not promotional in nature:

- The identifying phrase can contain slogans, as long as those slogans don't include qualitative or comparative information, price information, calls to action or inducements to buy, sell, rent or lease.
- The identifying phrase cannot contain addresses, phone numbers, or any wording that gives qualitative or comparative information, price information, calls to action or inducements to buy, sell, rent or lease.

The content of sponsorship acknowledgements is governed by FCC rules, and KDOV is solely responsible for ensuring that the content of the acknowledgements abides by those rules.

(OVER)

KDOV Business Sponsorship Program Agreement Form

Today's Date: _____

Sponsor/Business Name: _____

Street Address or PO Box _____

City _____ State _____ Zip _____

Contact Name: _____ Phone: _____

Fax: _____ Email: _____

Start Date: _____ Suggested donation amount \$ _____ per month*

**We guarantee one business sponsorship acknowledgement a day, however, it is most likely your acknowledgement will be heard two to three times per day.*

Sponsors Identifying Phrase _____

By signing below, I agree to the Business Sponsorship terms outlined on this form and agree to provide sponsor donations to KDOV. In appreciation for my donation, I will receive on-air sponsor acknowledgements according to the terms outlined on this form.

This agreement is discontinued if I do not provide sponsor donations for a period of two months, or if I provide a 30-day written notice signifying that I wish to discontinue the agreement.

Sponsor Signature: _____

KDOV Representative: _____

When completed, return form to:

1236 Disk Dr, Suite E, Medford, OR 97501 Phone: (541) 776-5368 Fax: (541) 776-0618

UCB USA Inc, d.b.a. KDOV Radio, is an Oregon Non-Profit Organization
Board of Directors: Perry Atkinson, President; Bob Gass, Vice President; Jason Atkinson, Secretary/Treasurer
Hal Short, Chairman of the Board; Dallas Rhoden, Director