



## Nonprofit Partnership Award Guidelines

### KUOW Mission

To create and serve an informed public.

KUOW is proud to provide over 80 nonprofit organizations with in-kind support for events taking place in our broadcast region. Selected events reflect KUOW's mission and expose our listeners to a variety of cultural, artistic, civic, and community experiences that entertain, promote discourse, and increase participation in our community. Sponsored events are selected through a competitive application process and must meet the guidelines below.

### Awards

Awards consist of in-kind on-air messages and are granted to annual festivals, single museum or art exhibitions and other events. KUOW does not sponsor fundraising or advocacy events. Events within a series/season must be submitted as single events for consideration.

### Selection Criteria

- Nonprofit status of applying organization.
- Event alignment with KUOW's mission and service to the KUOW audience.
- Event target audience.
- Event timing within the year. KUOW can only support a limited number of events.
- Event category/type. KUOW seeks to support as broad a range of events as possible
- Advocacy/fundraising events are **not** eligible for KUOW Nonprofit Partnership Award.
- KUOW does not air Public Service Announcements (PSAs).
- Organizations' with outstanding KUOW Business Support invoices will not be eligible for an Award.

### Award recipients receive:

- In-kind :20 second on-air messages, written and scheduled by KUOW.
- Event exposure to over 440,000 weekly listeners.
- Brand alignment with #1 radio station in Puget Sound region.
- Opportunity for KUOW to participate in event.

### Award recipients provide KUOW with:

- KUOW logo/text presence on all printed, online and press material relating to the event.
- In-kind tickets to the event (requested on a case-by-case basis).
- Opportunity for on-site presence – example: banners, table/booth, and stage announcement (when applicable).
- Other benefits can be discussed, based on the specific event details and size of award.



Deadlines:

**Applications are now reviewed quarterly. While the application forms are open year-round, you MUST submit your application by the deadline below to be considered for an Award:**

| <b>Event(s) Start Date:</b> | <b>Deadline to apply:</b>          |
|-----------------------------|------------------------------------|
| January 1 – March 31        | November 15 (of the previous year) |
| April 1 – June 30           | February 15                        |
| July 1 – September 30       | May 15                             |
| October 1 – December 30     | August 15                          |

**Nonprofit Partnership Awards**  
**[APPLICATION](#)**

For your reference, application questions are listed on next page.



## KUOW Nonprofit Partner Award Application Questions:

*These questions are listed here for your reference.*

[Please use the online forms to submit your application.](#)

Name of organization:

Mailing Address:

Contact First Name:

Contact Last Name:

Phone:

Email:

Is your organization a Non-Profit 501(c)(3):

Year of non-profit incorporation:

Organization's mission statement:

Organization's target audience:

Organization's audience size for event:

Organization's marketing budget (NOT including in-kind equivalents):

Organization's estimated in-kind marketing budget:

Has your organization received KUOW Nonprofit Partner Award in the past?

Year/s received:

How has or how will KUOW Nonprofit Partner Award benefit your event/organization?

Name of single event or series/season:

Date(s) of the event:

Event type:

Location/Venue:

Purpose of event:

Description of the event or series:

Will KUOW be the exclusive media partner? If not, what other organizations are involved?

Please list the benefits (marketing/exposure/tickets) your organization can provide to KUOW:

*Current or previous nonprofit partner awards or underwriting agreements, program appearances or interviews and/or submission of an application do not guarantee a KUOW Nonprofit Partner Award, nor does a KUOW Nonprofit Partner Award include programming appearances, interviews, KUOW Front Row Center program selection, special announcements or on-air ticket giveaways.*

For more information about KUOW Nonprofit Partner Awards,  
Contact Bridget Anderson 206-543-4808 or [partnerships@kuow.org](mailto:partnerships@kuow.org).