



UNDERWRITING

Classics for Kids® can help attract income from sources not traditionally associated with public radio. Businesses and services that target children and families may be more interested in sponsoring an educational outreach program than other programs on your schedule. CEOs and corporate foundations with an interest in the importance of arts education could open up doors to new sources of revenue for your station.

The following selling points may spark ideas for potential sponsors for your station's underwriting and development teams.

- *Classics for Kids*® reaches a new audience comprised of families, parents, grandparents and teachers. Kids of all ages listen to the program.
- Underwriters who provide things that touch the daily lives of this audience – grocery stores and clothing stores, for example – appreciate an opportunity to get their message across to *Classics for Kids*® listeners.
- Children are making more and more decisions about what the family buys. *Classics for Kids*® provides a targeted audience for such products and services.
- *Classics for Kids*® listeners have told us they find the information provided by underwriting announcements that relate to their lifestyle and needs helpful.
- Performance groups often have series targeted to children and families and are looking for new ways to get their message out to people with an interest in arts education.
- By sponsoring *Classics for Kids*®, a company positions itself as a leader in arts education in its community.