



SANTA BARBARA
EDUCATION
FOUNDATION

Keep the Beat Instrument Drive with 99.9 KTYD February 2024

You can help Keep the Beat for Santa Barbara students! Keep the Beat is a community-wide instrument drive and fundraiser that puts music directly into the hands of SB Unified students. Through our month-long partnership with 99.9 KTYD, the on-air event portion of this campaign features interviews and performances from professional and student musicians. We will also host weekly instrument drop-off and in-person kick-off and closing events.

SPONSORSHIP OPPORTUNITIES:

☐ HEADLINER (TITLE SPONSOR) - \$5,000

- Two on-air interviews with 99.9 KTYD's Lin Aubuchon and Bill Pessa to feature your support of music education
- Name and logo on the **Keep the Beat** donation website page
- Name or company mentioned on-air multiple times daily
- Recognition in the SBEF e-newsletter (3,300+ subscribers), Education Matters newsletter, and social media

☐ ROCKSTAR - \$2,500

- One on-air interview with 99.9 KTYD's Lin Aubuchon and Bill Pessa to feature your support of music education
- Name and logo on the **Keep the Beat** donation website page
- Name or company mentioned on-air multiple times daily
- Recognition in the SBEF e-newsletter (3,300+ subscribers), Education Matters newsletter, and social media

☐ PERFORMER - \$1,000

- One on-air interview with 99.9 KTYD's Lin Aubuchon and Bill Pessa to discuss your support of music education
- Name and logo on the **Keep the Beat** donation website page
- Name or company mentioned on-air multiple times daily
- Recognition in the SBEF e-newsletter (3,300+ subscribers) and social media

☐ OPENING ACT - \$500

- Name and logo on the **Keep the Beat** donation website
- Name or company mentioned on-air multiple times daily
- Recognition in the SBEF e-newsletter (3,300+ subscribers) and social media

SPONSORSHIP FORM:

Please print the information below, as it should appear in promotional materials. **The completed form and high-resolution logo file must be received no later than Monday, January 22, 2023**

Contact Name: _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Sponsorship Level: _____

Questions? Please contact Melissa Davenport at (805) 284-9125 or Melissa@SantaBarbaraEducation.org.

☒ **Sorry, I/we cannot sponsor, but we would like to donate to SBEF's Keep the Beat campaign to support music in schools and the repair and replacement of musical instruments for students!**

_____ \$1,000 _____ \$500 _____ \$250 _____ Other: _____