

Connect with an active audience of more than 300,000 who love to get out and enjoy all our city has to offer!

In a community known for its amazing array of places to go and things to do, the challenge is to stand out and stay top of mind.

Sponsorship on Louisville Public Media brands your restaurant or venue as a community destination – local, high quality, involved. It also keeps your establishment top of mind with an audience that loves food, loves going out, and loves sharing their positive experiences with others.

Louisville Public Media Generates Marketing Results!

78% have taken action as a result of hearing sponsorship messages on public radio

88% have a more positive opinion of public radio sponsors

80% prefer to buy products or services from public radio sponsors

Source: Jacob's Media



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR



MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

- 76%** more likely to be a frequent wine drinker
- 44%** more likely to be a frequent restaurant diner
- 37%** more likely to be a frequent beer drinker
- 90%** more likely to visit bars or night clubs
- 109%** more likely to attend pop/rock music concerts
- 136%** more likely to attend opera/symphony/theatre
- 22%** more likely to visit a major theme park
- 27%** more likely to have a college degree
- 186%** more likely to shop at Trader Joe's
- 208%** more likely to buy "green – good for environment" regularly

Source: Louisville Media Audit 2016

LONG TERM SPONSORS GAIN GREATER AWARENESS

Percent of "audience aware of sponsor" grows over the years

BEFORE SPONSORSHIP

17%

1 YEAR LATER

47%

3 YEARS LATER

71%

Awareness among listeners after the 3-year campaign was 34% higher than non-listeners' brand awareness.

Source: NPR Listener Surveys, 2007-2011; conducted by Lightspeed Research

“I market the Gentleman Jack brand with Public Radio because it has a sense of ‘of the people, by people’ with its connection to the local community, while programs like the Weekly Feed bring what’s fresh but in a more thoughtful format.”

— Sean Wachsman, Brand Manager, Brown-Forman’s Gentleman Jack



“As the Marketing Manager for a startup, it’s very important to make sure that our voice is heard in an increasingly noisy media climate. With Louisville Public Media, we connect deeply to an audience who stand for independence, community, creativity and fun. Those are the core values of Copper & Kings. It’s been a natural partnership that continues to serve us well.”

— Krista Kemple, Marketing Manager, Copper & Kings Brandy



“As a promoter in the market for over 22 years, I have bought a lot of media. Our best ROI comes from public radio marketing. It’s in the numbers. LPM has the listeners we want. They have the taste. They have the resources. And they’re loyal to the message. When preparing to promote a show, it’s never a question of whether to buy. It’s a question of how much. Hands down, LPM marketing sells concert tickets.”

— Billy Hardison, Owner, Headliners Music Hall & Production Simple



“Public Radio has been our preferred way of keeping The Irish Rover top of mind for nearly 20 years. Not only does it reach our customers, but they actually thank you for your support... I can’t think of any other advertising that provides that kind of return.”

— Michael Reidy, Owner, The Irish Rover



“Louisville Public Radio has been part of Quest Outdoors for thirty years. We share a bond with our customers in supporting and loving Louisville Public Radio, and over our store’s lifetime Public Radio has become the touchstone between Quest and our many amazing customers.”

— Ryan King, Owner, Quest Outdoors



“The Uptown Cafe loves supporting the creative programming of our local public radio stations WFPK, WUOL and WFPL. We reach an interested, intelligent, eclectic, socially conscious and diverse group of people while supporting public radio and our community.”

— Kelley Ledford, Manager, Uptown Café

