

KLRU Brands

	KLRU Family	KLRU Explores	KLRU Connects	KLRU Presents	KLRU Creates
Sponsorship	\$250/\$100K	\$100/\$50K	\$150/\$75K	\$100/50K	\$75/40K
Brand Promise	To nurture families in positive ways	To provide intellectually curious people insights into the natural and cultural forces that shape their world	To provide people interested in their community, nation, and world an opportunity to understand the issues, hear diverse voices and take action	To expose, enrich, and inspire people passionate about the arts through high quality, unique content from diverse genres	To provide lifelong learners high quality content that leads to new skills, mastery of old skills, and the collection of new experiences
Focus	Children's programming, parenting, health/nutrition, family and childhood literacy	Science, nature, technology, history	Public affairs, Spark, community issues, town halls	Arts, entertainment, film, drama, comedy	How-to, cooking, continuing education, self improvement
PBS Programming	PBS Kids block, Parenting block, Family Choice, Family-oriented documentaries (<i>Raising Cain, Lion in the House</i>)	Nature, Scientific American Frontiers, NOVA, American Experience, Ken Burns, History Detectives, Antiques Roadshow	Newshour, NOW, Nightly Business Report, Washington Week in Review, Frontline, POV	Masterpiece Theatre, American Masters	This Old House, Julia Child, Carrabas, Real Simple, America Quilts, Rick Steves
Local Productions	Biscuit Brothers, Papi's Kitchen	Las Misiones, The Painted Churches	Austin 2040, Austin NOW, Downtown, Special Session, Texas Monthly Talks	Austin City Limits, In Context, SXSW Presents	Central Texas Gardener, Wine Roads of Texas
Web	Kids sites and communities, TEA datacasting, KLRU Kids Club e-newsletter, United streaming	Program specific deep web content, occasional original web content exploring Austin history and environment, e-newsletters	Program content links, streaming, periodic opinion polls, links to issue-oriented links, voting info, TMT streaming, e-newsletters	Program content links, streaming, e-newsletters	CTG web site, how tos, recipes, marketplaces, travel guides, links, original expert oriented content, e-newsletters
Events/Services	Kids Club, Family Choice, Dia de los Ninos, program viewing, Spark student sessions, RTL workshops, Teacherline, Scholastic program, Share a Story, Childhood obesity program, Parent Leader training		Town halls, Spark, outreach events, Steps to A Healthier Austin, TMT tapings	ACL tapings	CTG events, wine auction, cooking events, CTG tapings
Merchandise	Workshop content, character appearances, Biscuit Brothers merchandise		TMT merchandise, KLRU Community Events calendar, transcripts from TMT	ACL merchandise	CTG merchandise, marketplaces