



## KCRW MEMBERSHIP LEVELS

### Basic Membership

Any donation makes you a member. In other words, any donation will enter a member into eligible sweepstakes and make them eligible for ticket giveaways but they don't start receiving the minimum member benefits (like the Fringe Benefits card) until the \$60 level.

The following is a basic breakdown of membership levels and gifts:

**\$60 (or \$5 Monthly Member)** - Choice of ONE station thank you gift (listed below) plus the Fringe Benefits Card and Basic Member Benefits

**\$120 (or \$10 Monthly Member)** - Choice of ONE station thank you gift at the \$60 or \$120 level (as listed below) plus the Fringe Benefits Card and Basic Member Benefits

**\$240 (or \$20 Monthly Member)** - Choice of ONE station thank you gift at the \$60, \$120 or \$240 level (as listed below) plus the Fringe Benefits Card and Basic Member Benefits

### Advocates

Advocates are members who donate as a \$32 (\$384) or \$45 (\$540) and Advocate Plus designation is given to members who donate as a \$100, \$175, \$210, \$250 Monthly Member (or \$1,200, \$2,000, \$2,500 or \$3,000 as a one-time payment). Advocates are invited to attend special KCRW events, as well as *First Take*, KCRW's movie screening series with Matt Holzman.

**\$384 (or \$32 Monthly Member)** - Choice ONE station thank you gift at the Advocate level or below

**\$540 (or \$45 Monthly Member)** - Choice ONE station thank you gift at the Advocate level or below

**\$1,200 (or \$100 Monthly Member)** - Choice ONE station thank you gift at the Advocate Plus level or below

**\$2,000 (or \$175 Monthly Member)** - Choice ONE station thank you gift at the Advocate Plus level or below

**\$2,500 (or \$210 Monthly Member)** - Choice ONE station thank you gift at the Advocate Plus level or below

**\$3,000 (or \$250 Monthly Member)** - Choice ONE station thank you gift at the Advocate Plus level or below

- **\$60 Level KCRW Thank You Gifts:**
  - Artist-designed Unisex T-shirt (S, M, L, XL, 2XL)
  - Artist-designed Women's T-Shirt (M, L)
  - Coffee Mug
- **\$120 Level KCRW Thank You Gifts:**
  - USB Drive (The "Building" flash drive) Custom-designed, 2GB reusable flash drive loaded with a collection of some of KCRW's favorite tracks and performances from over the last year
  - Artist-designed Unisex Hoodie (S, M, L, XL, 2XL)
  - KCRW Baseball cap
  - Los Angeles Regional Food Bank (40 meals)
  - Foodbank of Santa Barbara County (80 meals)

- **\$240 Level KCRW Thank You Gifts:**  
-NY Times Digital Subscription  
- Los Angeles Regional Food Bank (80 meals)
- **\$384 Level KCRW Thank You Gifts:**  
-Fall 2016 AdvoKit (KCRW gift bundle; containing Fall 2016 T-shirt, KCRW logoed cap, and Fall 2016 Music Flash Drive  
Los Angeles Regional Food Bank (120 meals)
- **\$1,200 Level KCRW Thank You Gifts:**  
-Fall 2016 AdvoKit Plus (KCRW gift bundle; containing Fall 2016 hoodie, KCRW logoed cap, and Fall 2016 Music Flash Drive

## **Champion Circle**

Champions are forward-thinkers who cherish KCRW and recognize the impact it makes on the lives of its audience and the world around us. They believe in making a philanthropic investment to support the vitality of one of Southern California's most essential cultural resources. At every level, Champions deepen their appreciation of KCRW via exclusive events and donor opportunities.

### **Become a Bronze Level Champion - \$5,000 - \$9,999 and receive**

- Invitations to exclusive Champion events and intimate live performances, like KCRW's Apogee Sessions
- VIP Access to select KCRW events, such as KCRW's Summer Nights series
- Opportunity to record a personal testimonial in support of KCRW for online or on-air use
- Quarterly Champion newsletter
- Custom Champion Fringe Benefits card

### **Become a Silver level Champion - \$10,000 - \$24,999 and receive all of the Bronze benefits, plus:**

- Invitations to "KCRW Field Trip" -- a city-wide exploration of art, food, design, and culture with KCRW talent as your guide
- Exclusive travel opportunities abroad with KCRW talent (2015, Berlin; 2016, Russia)
- Invitation to attend NPR's annual "Weekend in Washington"
- Invitation for two to annual Champion Dinner with KCRW President

### **Become a Gold Level Champion - \$25,000 - \$49,999 and receive all of the Silver benefits, plus:**

- Opportunity for donor spotlight on KCRW.com
- Opportunities for on-air and online recognition through a Membership Drive Challenge Grant

### **Become a Platinum Level Champion - \$50,000 and above – and receive all of the Gold benefits, plus:**

- Monthly on-air recognition
- KCRW host attendance at cocktail party or dinner in your home
- Sponsor a KCRW event VIP lounge, live presentation or performance (ex. Apogee Session)