Basketball on KTWU!

Pre-season polls again rank Washburn men and women among the best in the U.S. KTWU is pleased to announce that we plan to televise three nights of exciting action from Lee Arena, offering both games each night. Better yet, the games feature other schools in the KTWU viewing area. These telecasts will create excitement and attract thousands of viewers to KTWU. Here's a great opportunity to support the station and these fine student-athletes.

The games are:
December 29, against Missouri Western.
January 26, against Pittsburg State.
February 23, against Emporia State.

You could be the exclusive sponsor of all six games for $59,000. This would involve many benefits, such as 30-second underwriting credits hourly, frequent mentions during the game, an on-air interview, credit on all our promotional spots and print ads. It would be your time to shine. Exclusive sponsors for any of the three nights would enjoy the same benefits for a grant of $21,000.

If exclusive grants don't fit your budget, we will offer shared underwriting for $4,000 for five ten-second credits during one of the nights. For a grant of $1,000 your name would be shown in the credits at the end of the games. Lee and Lori would love to hear from you. The clock is ticking.

Gallery of KTWU Underwriting Opportunities

LAWRENCE WELK
We have a rare opening on this popular show. The loyalty of the fans is awesome. Since other channels have abandoned the folks who don't hang out in the malls drinking soda pop, we are even more treasured by Welk fans. We are proud to provide this American classic to our loyal viewers. You could have your credits in front of thousands of grateful people for an underwriting grant as low as $220 per month.

WHERE'S THE MONEY?
When a notorious bank robber was asked why he robbed banks, he said "because that's where the money is." Businesses pondering where to place their marketing dollars should know that "where the money is" is mostly in the care of folks 50 or better. A recent Federal Reserve survey estimated that age 50-plus households control 70 percent of total net worth in the United States. We air many shows favored by these fine folks. Your underwriting support helps improve the quality of life in eastern Kansas. Thousands of people with thousands of dollars are grateful when they see your credits on their favorite shows.

An Underwriter is...
...anyone who helps pay for the costs of programs on KTWU. Credits run at the start and end of each underwritten program. There are hundreds of opportunities for underwriters.
Call Lee Wright or Lori McAllister at 785-231-1111.

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