



Flowing Through Bullitt County
340 S Buckman St, Shepherdsville, KY
saltrivercurrent.com

Sponsorship Opportunities

Community-Powered Radio for a Growing Region

Salt River Current is a new regional streaming radio station owned and operated by From the Ground Up Books & Resources and produced under McGill Media. Launching April 4 at 4:00 PM, Salt River Current blends classic hits with local voices, community updates, and independent storytelling.

Our mission is simple: highlight the people, businesses, and organizations that make Bullitt County and the surrounding communities thrive.

Sponsorship on Salt River Current is designed in the spirit of public radio underwriting—calm, conversational acknowledgments that recognize supporters without interrupting the listening experience.

Why Sponsor Salt River Current?

- Reach a loyal, local audience across Bullitt County and the surrounding region
- Be associated with arts, culture, and community storytelling
- Support independent local media
- Align with a mission-driven station
- Appear in on-air acknowledgments and on our website
- Limited inventory keeps sponsorships meaningful

Sponsorship Levels

PRE-LAUNCH OPPORTUNITY

Become an Early Supporter of Salt River Current

Help bring community radio to Bullitt County and the surrounding region.

Salt River Current launches April 4.

Before broadcasting begins, we are inviting a limited number of community-minded businesses and individuals to become Early Supporters and help complete our final build-out, testing, and launch preparations.

Early Supporters are not traditional advertisers yet.
They are the people who first believed in the station.



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What Early Supporters Receive

Recognition at Launch

- Listing on the Salt River Current website
- Launch-day signage
- Social media thank-you post

On-Air Credit During Launch Month

During our first month on air, Early Supporters will receive daily underwriting acknowledgments such as:

Support for Salt River Current's launch month comes from [Name], an early supporter helping bring community radio to Bullitt County and the surrounding region.

Launch Party Table Included

Each Early Supporter receives a complimentary table at the April 4 Launch Party, including:

- Space to meet listeners and families
- Opportunity to distribute materials or giveaways
- Listing on event signage
- Mention in launch-week social media

Tables are assigned in the order supporters join.

Early Supporter Contribution - \$100 (One-time)

Participation is limited to preserve meaningful recognition and exclusivity.

MONTHLY SPONSORSHIP OPPORTUNITIES

Community Supporter — \$50/month

- 5 on-air sponsor acknowledgments per week
- Website listing
- Ideal for small businesses and nonprofits

Featured Community Sponsor — \$100/month



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- 2 on-air acknowledgments per day
- Category adjacency protection when possible
- Website listing
- For businesses seeking consistent regional visibility

Premier Community Partner — \$150/month

- 3 on-air acknowledgments per day
- Category adjacency
- Enhanced website placement
- Limited inventory
- Maximum community presence

How Sponsor Messages Work

All sponsor acknowledgments follow a public-radio-style format:

- 15–30 seconds each
- Read on-air by Lynn Tincher
- Calm, conversational tone
- No pricing, sales language, urgency, or calls to action
- No editorial control
- Never adjacent to news segments
- Always followed by music
- Maximum of two paid sponsors per hour

This keeps Salt River Current listener-first, and sponsor support feels authentic rather than intrusive.

Who We Serve

Salt River Current broadcasts to Bullitt County and surrounding communities with:

- Classic hits
- Local musicians
- Community & civic updates
- Independent podcasts and segments
- Arts and cultural coverage
- Regional storytelling



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Launch Date: April 4
Launch Time: 4:00 PM

Interested in Sponsoring?
saltrivercurrent@gmail.com

Early Supporter - \$100 (One-Time)
<https://square.link/u/NPHMcFgY>

Community Sponsor - \$50/month
<https://checkout.square.site/merchant/7TM8C0030YNM0/checkout/E2XYDDCDGHUD3CQLYC/AJPA7S>

Featured Community Sponsor - \$100/month
<https://checkout.square.site/merchant/7TM8C0030YNM0/checkout/5EA6NVMREGGUWURMV/RRG25A5>

Premier Community Partner - \$150/month
<https://square.link/u/J4wmY7BA>