



AccessAbility Fest '09

Texas Public Radio has the distinct advantage of owning 250,000 watts of voice in San Antonio and surrounding communities. Thus, we will assume the role of lead promotional partner in **AccessAbility Fest '09...**

WHAT: AccessAbility Fest '07 and '08 were fabulous successes, with over 1500 participants in attendance in '08 alone. Thus, **AccessAbility Fest '09** endeavors to again spotlight programs and services provided by non-profit institutions supporting individuals with physical, developmental, mental, sensory and general disabilities.

The event provides a means for: 1) sharing information, resources, ideas and support among people with all types of disabilities; 2) highlighting the organizations that provide these services; 3) advancing public attitudes, awareness, respect and consideration of individuals with disabilities; and 4) advancing the success of people with disabilities.

The FREE four-hour event includes: 1) An "Information Zone" that provides a comprehensive representation of about 100 local non-profit service organizations; 2) a corresponding selection of local for-profit product and service providers; 3) entertainment acts highlighting artists and performers with disabilities; 4) an accessible "Fun Zone" that includes animal petting zoo, instrument petting zoo, arts and crafts and additional interactive activities provided by numerous for and non-profit partners.

Approximately 1500 individuals attended AccessAbility Fest 2008. There is no other high-profile event bringing these service providers together in one setting in San Antonio.

WHY: October is National Disability Awareness Month. Nearly half the population of San Antonio (or about 650,000 individuals) either has a disability or has an immediate family member with special needs. In addition to traditionally understood means, these exceedingly high numbers are due in part to the debilitating effects of Diabetes in our community and to the large number of military troops returning to San Antonio with traumatic injuries sustained in combat.

WHEN/WHERE: The event is scheduled for **Sunday, October 11, 2009, from 1:00 to 5:00 p.m.** on the grounds of The Institute of Texan Cultures. The rain date for the event is Sunday, October 25th.

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SPONSORSHIP OPPORTUNITIES:

Anchor Sponsor (two available): A \$5000 Anchor Sponsorship Package Includes...

- Inclusion in a minimum of 150 promotional announcements on a combination of KSTX 89.1 FM, KPAC 88.3 FM and KTXI 90.1 FM in the Hill Country;
- Booth space at the event which includes a table, two chairs and a sign (may include volunteer opportunities for your employees, if desired);
- A "Pick Ten" underwriting package valued at \$500 which includes ten :15 second messages to schedule in ten different Texas Public Radio programs
- Identification in San Antonio Current advertisement for the event;
- Identification on VIA Bus signage promoting the event;
- Signage at entry;
- Acknowledgement in the event program;
- Identification and hotlink in a featured web TPR story on the event at www.tpr.org during the month of October (Voted the best radio station website in the state of Texas in 2007 by the Texas Association of Broadcasters — 38,000 hits daily);
- Identification in our printed and e-newsletters mailed to 15,000+ member households;
- E-mail and newsletter exposure through the 100 participating non-profit service organizations;
- Inclusion in press release distribution through other media outlets;
- Identification in the AccessAbility Fest blog <http://accessabilityfest.blogspot.com/>

Benefactor (four available): A \$2500 Benefactor Sponsorship Package Includes...

- Inclusion in a minimum of 75 promotional announcements on a combination of KSTX, KPAC and KTXI;
- Booth space at the event which includes a table, two chairs and a sign (may include volunteer opportunities for your employees, if desired);
- A "Pick Ten" underwriting package valued at \$500 which includes ten :15 second messages to schedule in ten different Texas Public Radio programs
- Signage at entry;
- Acknowledgement in the event program;
- Identification and hotlink in a featured web TPR story on the event at www.tpr.org during the month of October;
- Identification in our printed and e-newsletters mailed to 15,000+ member households;
- E-mail and newsletter exposure through the 100 participating non-profit service organizations;
- Inclusion in press release distribution through other media outlets;
- Identification in the AccessAbility Fest blog <http://accessabilityfest.blogspot.com/>

Zone Sponsorship: A \$1000 Zone Sponsorship Includes...

- Booth space at the event which includes a table, two chairs and a sign (may include volunteer opportunities for your employees, if desired);
- A "Pick Ten" underwriting package valued at \$500 which includes ten :15 second messages to schedule in ten different Texas Public Radio programs
- Hotlink in a featured web TPR story on the event at www.tpr.org during the month of October;
- Signage at entry;
- Signage in the sponsored zone;
- Acknowledgement in the event program;
- A "Pick Ten" underwriting package valued at \$500 which includes ten :15 second messages to schedule in ten different Texas Public Radio programs

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For-profit & Non-profit Exhibitors: For a \$500 investment, an Exhibitor will receive the following exposure in connection with the Initiative...

- Booth space at the event which includes a table, two chairs and a sign (may include volunteer opportunities for your employees, if desired);
- A “Pick Ten” underwriting package valued at \$500 which includes ten :15 second messages to schedule in ten different Texas Public Radio programs

Non-Profit Exhibitor: For a \$25 investment, non-profit organizations will receive booth space at the event which includes a table, two chairs and a sign.

Please consider committing your support to this important effort. Your partnership could be a way for you to reach our unique listener base, while at the same time exhibiting your association with and support of Texas Public Radio and local disability initiatives.

CONTACT:

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