



KRML CARES

WHAT IS THE KRML CARES PROGRAM?

This program is seated in the principles of organizations who include community in their mission and strategy.

The objective of this campaign is to raise awareness for local nonprofit organizations and distribute their messages while recognizing the organizations who support them, establishing name recognition and positive imaging.

HOW IT WORKS?

- **Choose a local non-profit you're passionate about supporting.**
- **Kick off this campaign with a special Pub Talk interview featuring the charity of your choice "supported by your business."**
- **KRML will produce a commercial for the charity of your choice with special recognition for your business creating a very effective imaging campaign. ie. "brought to you by your business where..."**
- **Feature the charity at KRML's Celebrity Bartender event- sponsored by your business.**
- **Partner with KRML and double your investment. KRML will match your investment level.**

BENEFITS:

- **Impactful support for a local non-profit organization**
- **Create positive imaging and name recognition for your business**
- **Take advantage of the tax benefits**