

Cultivating Small Business

with Nick May



2010 MEDIA KIT



Sat. 8a-9a

Nurturing The Seeds of Business

Join Nick May and his devoted listeners Saturday mornings from 8a.m. to 9a.m., on 560 AM - KLZ The Source.

Presented and distributed by



In conjunction with



A Letter From Nick May



Dear Business Owner,

Yes I teach and mentor small business owners, but unlike so many that have come before me, I have been there, done that, and yes...I got the t-shirt. I owned my own businesses over the last 12 years. While building teams, signing contracts, and negotiating legal matters, I found that I was excellent at some things, and lousy at other things. While other coaches can talk theory and good business best practices, I can help you on your actual business adventure...because I've done it.


Out of my experience and out of my passion for small business, I've created SEEDS, an education and mentoring company for small business, located in Denver, CO.

I have created a system to help YOU – the small entrepreneur. The one that deals with cash flow, and different business cycles, and employee problems, and partnership problems, and legal issues, and customer issues, and working too many hours, and....you get the picture.

With Cultivating Small Business, on KLZ 560 AM - The Source, I will bring my knowledge and experiences to the largest audience I have ever spoken to. With your help, we can provide more entrepreneurs the support and resources needed to succeed in business.

Sincerely,

Nick May
Cultivating Small Business - KLZ 560 AM



"Nick is an amazing person, businessman, and teacher. I've always looked to Nick for advice about my business and I am always amazed at the suggestions he puts on the table. He has been there done that, and I am sure will help dozens of business owners on their own journey."

-Mike Belasco, President, seOverflow.com

"Nick, I wanted to share how much I appreciate and count on your creative talents and your skills with creating and improving business systems. I feel fortunate that I've had the opportunity to work with you and look forward to future activities together. "

-Rick Watson, President, A Wiser Mind

"I have known Nick for some time and I can't think of anyone more dedicated or reliable. He has the experience of setting up and running small business, as well as the creativity and energy to make them endure. I would highly recommend Nick for working with entrepreneurs."

-John Kitts, Owner, Denver Concierge

Show Summery

Station

KLZ AM 560 The Source is a 5,000 watt regional radio station that reaches five states by day and seven states by night! Our coverage includes the following areas and more: Denver/Boulder; Cheyenne, Wyoming; Mountain/Vail; Texas Panhandle; Fort Collins; Far Western Nebraska; Grand Junction; Southern Wyoming; Western Kansas and Santa Fe, New Mexico.

KLZ reaches 25,000 square miles, with a potential listening audience of over four million people, making AM 560 The Source one of the strongest and most cost effective radio stations in Colorado.

Anyone can listen anywhere, as long as they have internet access by streaming at 560theSource.com KLZ AM 560 The Source is a powerful way to market and grow your customer base.

Coverage

AM 560 The Source was one of the three initial radio stations granted FCC licenses in the Denver market. Our signal and coverage are legendary; your business can benefit from both the strength and the reach of our signal!

Host

Nick May – CCO...chief cultivating officer of seeds llc.

Educating and mentoring small business owners is at the heart of everything I do. I teach and mentor business owners from the battle scars from the trenches. I have run several employee based small businesses in the Denver metro for the last 13 years. I have learned the mistakes, hired the people, gone to court, advertised on the radio, been in the big publications, fired employees, had the happy customers, and had the raving lunatics on a Friday afternoon...I have been there.

Focus

The Cultivating Small Business Show will focus on planning, planting, and growing a small business in the Denver Metro area. Through engaging guest hosts, relevant content, small business success stories, and live audience interaction (once a month), we hope to offer a unique and valuable program.

Additional play

The Cultivating Small Business Show will also be available for download and podcast on our website.

Sponsor Rates: Summer 2010

July 1 thru September 30

Harvest Level

Co-hosting one program per month with host Nick May. You will have the opportunity to talk about your business in a 10 minute spotlight, and help lead the day's conversation on small business issues.

Commitment: A 2 week commitment is required

Available: Two per month

Cost: \$275.00/four weeks

Grow Level

Advertise your business to a focused target market without an extended commitment or high cost.

Includes: 2 – 30 second advertising spots each week over 4 weeks

Commitment: Four weeks

Available: 4 per month

Cost: \$220.00/four weeks

Plant Level A

Our entry level package designed to allow you to advertise your business to a focused target market with a minimal commitment and cost.

Includes: 1 – 30 second advertising spots each week over 4 weeks

Commitment: Four weeks

Available: 2 per month

Cost: \$135.00/four weeks

Plant Level B

Our entry level package designed to allow you to advertise your business to a focused target market with a minimal commitment and cost.

Includes: 2 – 30 second advertising spots each week over 2 weeks

Commitment: Two weeks

Available: 2 per month

Cost: \$135.00/two weeks

*10% discount on all contracts signed prior to July 1st and paid in full.

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