



CALL IN FOR CANCER – October 19, 2023

Call In for Cancer is conducted in partnership with iHeartMedia (live broadcasts on NewsRadio 570 WSYR and Y94) along with support from CNY Central. The event supports the needs of adults being treated for cancer locally at Upstate Cancer Center. Your sponsorship will be recognized over live radio to thousands of listeners during the broadcast.

PRESENTING SPONSOR - \$10,000

- Company/Individual name on all printed materials including posters and mailers
- Company/Individual name advertised in hourly thank-you messages throughout event
- Recognition on the Upstate Foundation website's Call In for Cancer landing page
- Social media recognition
- Prerecorded check presentation and interview
- Opportunity for you and your employees to be phone bank volunteers (two-hour shift)

COMMUNITY PARTNER SPONSOR - \$5,000

- Company/Individual name advertised in thank-you messages during drive times (6-7 am and 5-6 pm)
- Social media recognition
- Prerecorded check presentation and interview
- Opportunity for you and your employees to be phone bank volunteers (two-hour shift)

PHONE BANK SPONSOR - \$2,500

- Company/Individual name advertised in thank-you messages during a two-hour phone bank shift
- Social media recognition
- Prerecorded check presentation and interview
- Opportunity for you and your employees to be phone bank volunteers (two-hour shift)

POWER HOUR SPONSOR - \$1,500

- Company/Individual name advertised in thank-you messages during a one-hour Power Hour
- Social media recognition
- Prerecorded check presentation
- Opportunity for you and your employees to be phone bank volunteer (two-hour shift)

CORPORATE HOUR SPONSOR - \$1,000

- Company name advertised in thank-you messages during a one-hour phone bank shift
- Social media recognition

HOOR OF HOPE SPONSOR - \$500

- Company/Individual name advertised in thank-you messages during a one-hour Hour of Hope