

**"At age 49, I never thought I'd hear
the words: 'It's cancer, and we need
to operate tonight.'"**

- Upstate Colon Cancer Patient



**CALL IN
FOR CANCER**



CALL IN FOR CANCER – October 16

Join us for live broadcasts by iHeartMedia stations NewsRadio 570 WSYR and Y94 along with CNY Central (local NBC/CBS). Call In for Cancer supports the needs of adults and children being treated for cancer locally at Upstate Cancer Center. Your sponsorship will be recognized over live broadcasts to thousands of listeners and viewers during Call In for Cancer.

PRESENTING SPONSOR - \$10,000

- Exclusive recognition as Presenting Sponsor in all event advertising, publicity materials and social media
- Company name announced when radio talent mentions "Call In for Cancer"
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Meaningful volunteer opportunities for company employees
- Recognition in LinkedIn posts prior to, during and after live event
- Television exposure on CNY Central (local CBS/NBC)

DRIVE OUT CANCER SPONSOR - \$5,000

- Company name mentioned in thank-you messages featured on-air during peak drive time (6-7 am and 5-6 pm)
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Meaningful volunteer opportunities for company employees
- Recognition in LinkedIn posts prior to, during and after live event

COMMUNITY PARTNER SPONSOR - \$2,500

- Company name announced in pre-recorded message featured on-air during two hours of live event
- Photographed check presentation prior to event
- Recognition in LinkedIn posts prior to, during and after event
- Meaningful volunteer opportunities for company employees

NOBODY FIGHTS ALONE SPONSOR - \$1,500

- Recognition in pre-recorded thank-you message featured on-air during one hour of live event
- Photographed check presentation prior to event
- Recognition in LinkedIn posts prior to, during and after event
- Meaningful volunteer opportunities for company employees

RING THE BELL SPONSOR - \$1,000

- Recognition on social media including up to four LinkedIn posts prior to, during and following the live event
- Recognition on TV monitors located throughout Upstate Medical University

SURVIVE AND THRIVE SPONSOR - \$500

- Recognition in LinkedIn posts prior to and after live event

NEW CATEGORY: ANGEL SPONSOR (Individual Donor) - \$10,000

- Opportunity for video interview explaining how your gift aligns with your personal search for satisfaction and purpose, to be used in social media
- Recognition on the Upstate Foundation website event page
- Recognition in LinkedIn posts prior to, during and following the live event

Deadline for all sponsorships is October 9, 2025, to allow time to pre-record radio spots, host check presentations and be featured in pre-event social media posts. Any sponsorships received after this date may not receive on-air promotion but will include social media recognition both during and after the event.