



## iHEART RADIOTHON FOR KIDS – February 10 and 11

**Beneficiary:** Upstate Golisano Children's Hospital

Radiothon features live radio broadcasts in partnership with iHeartMedia (NewsRadio 570 WSYR and Y94) along with CNY Central, to help sick and injured children at Upstate Golisano Children's Hospital. Your sponsorship will be recognized on live radio and TV to an audience of thousands during Radiothon, and on the Upstate Foundation's event landing page.

### **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 "Radiothon for Kids"
- Television exposure on CNY Central
- On-air interview, with preference given during drive times
- Opportunity for you and your employees to be phone bank volunteers
- Option for video interview for social media
- Private Children's Hospital tour - up to 8 people
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### **PLATINUM SPONSOR - \$5,000**

- Company name mentioned in hourly thank-you messages throughout two days of Radiothon
- Company logo on print materials including posters, mailers, hospital TV monitors
- On-air interview, with preference given during drive times
- Opportunity for you and your employees to be phone bank volunteers
- Option for video interview for social media
- Private Children's Hospital tour - up to 8 people
- Recognition on Upstate Foundation website event page
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- Opportunity for check presentation

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### **DAY SPONSOR - \$3,000**

- Company name mentioned in hourly thank-you messages throughout one day of Radiothon
- Company logo on print materials including posters, mailers, hospital TV monitors
- On-air interview, with preference given during drive time for assigned day
- Opportunity for you and your employees to be phone bank volunteers
- Option for video interview for social media
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation
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### **HOSPITALITY SPONSOR - \$2,500**

- Company name mentioned as Hospitality Sponsor in thank-you messages throughout one day of Radiothon
- Product placement opportunity: coffee, breakfast and lunch for 25 volunteers, and radio and TV talent
- On-air interview
- Opportunity for you and your employees to be phone bank volunteers
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

## **RADIOTHON FOR KIDS** CONTINUED

### **PHONE BANK SPONSOR - \$1,500**

- Company name mentioned as phone bank sponsor in thank-you messages for a two-hour period during one day of Radiothon
- On-air interview
- Opportunity for you and your employees to be phone bank volunteers
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### **POWER HOUR SPONSOR - \$1,000**

- Company name mentioned during a shared power hour
- Company sponsors one hour of Radiothon to help raise on-air donations for that specific hour and matches, up to a specific dollar amount, pledges that are phoned in during the hour
- Recognition on Upstate Foundation website event page
- Recognition on Upstate Foundation social media
- Opportunity for check presentation
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### **MIRACLE MOMENT SPONSOR - \$500**

- Company name mentioned as a Miracle Moment Sponsor
- Recognition on Upstate Foundation social media
- Featured on hospital TV monitor thank-you slide, shown in 50 locations throughout the Upstate campus

### **ANGEL SPONSOR (Individual Donors) - \$250**

- Featured on sign recognizing all Angel Sponsors
- One mention on the radio to all Angel Sponsor donors