

Radiothon for Kids



iHEART RADIOTHON FOR KIDS – February 11 & 12

Beneficiary: Upstate Golisano Children’s Hospital

Live radio broadcast in partnership with iHeartMedia (NewsRadio 570 WSYR and Y94), along with support from CNY Central to help sick and injured children at Upstate Golisano Children’s Hospital. Your sponsorship will be recognized over live radio to thousands of listeners during Radiothon, and on the Upstate Foundation’s event landing page.

PLATINUM SPONSOR - \$5,000

- Company name mentioned in hourly thank-you messages throughout two days of Radiothon
- On-air interview
- Company logo on print materials including posters, mailers, hospital monitors
- 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

DAY SPONSOR - \$3,000

- Company name mentioned in hourly thank-you messages throughout one day of Radiothon
- On-air interview
- Company logo on print materials including posters, mailers, hospital monitors
- 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

HOSPITALITY SPONSOR - \$2,500

- Company name mentioned as hospitality sponsor in thank-you messages throughout one day of Radiothon
- On-air interview

- Product placement opportunity: coffee, breakfast and lunch for 25 volunteers, and radio and TV talent
- 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

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

POWER HOUR SPONSOR - \$1,000

- Company name mentioned during the sponsored 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

MIRACLE MOMENT SPONSOR - \$500

- Company name mentioned as a miracle moment sponsor