

CALL IN FOR CANCER – October 15

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 on social media prior to, during and after live event
- Television exposure on CNY Central (local CBS/NBC)
- Recognition on TV monitors located throughout Upstate Medical University
- Tour of the Upstate Cancer Center for up to seven employees

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 on social media prior to, during and after live event
- Recognition on TV monitors located throughout Upstate Medical University
- Tour of the Upstate Cancer Center for up to seven employees

COMMUNITY PARTNER SPONSOR - \$2,500

- Company name announced in pre-recorded message featured on-air during two hours of live event
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Recognition on social media prior to, during and after live event
- Meaningful volunteer opportunities for company employees

- Recognition on TV monitors located throughout Upstate Medical University

NOBODY FIGHTS ALONE SPONSOR - \$1,500

- Recognition in pre-recorded thank-you message featured on-air during one hour of live event
- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Recognition on social media prior to, during and after live event
- Meaningful volunteer opportunities for company employees

RING THE BELL SPONSOR - \$1,000

- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- Recognition on social media prior to, during and after live event

SURVIVE AND THRIVE SPONSOR - \$500

- Recognition on the Upstate Foundation website event page
- Recognition on social media prior to, during and after live event

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

- Recognition on the Upstate Foundation website event page
- Photographed check presentation prior to event
- 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 social media prior to, during and after live event
- Tour of the Upstate Cancer Center for up to five people

Deadline for all sponsorships is October 8, 2026, 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.