

## HASBRO CHILDREN'S HOSPITAL

# RADIOTHON



Since 2004, the Hasbro Children's Hospital Radiothon has filled the Rhode Island airwaves with amazing stories of courage and hope from patients, families, and staff. Hosts from Cumulus Providence Radio Stations, which includes 92 PRO-FM, Lite 105 FM, 630WPRO and HOT 106, broadcast live from the hospital, asking listeners to call-in and pledge their support by making a one-time gift or by becoming a Miracle Maker (monthly donor).



Proceeds from Radiothon support the hospital's goal to provide our region's children and their families the best care possible. These funds have helped to purchase medical equipment, pay for uncompensated care, and support the Healing Arts and Child Life Programs.

**DATE: MAY 11, 2023**

## SPONSORSHIP OPPORTUNITIES

### PHONE BANK SPONSOR

**\$10,000**

- Your company showcased throughout Radiothon
- Company mentioned as Phone Bank Sponsor each hour on all Cumulus radio stations
- Company mentioned by a phone bank volunteer every time the phone bank rings with a caller
- Minimum 80x naming mentions and thank-you promos throughout Radiothon on all Cumulus radio stations
- Live interview with radio personalities on each Cumulus stations
- Logo on Radiothon website, which is featured on Cumulus' radio station sites
- Social media from Cumulus stations and Hasbro Children's Hospital throughout the event
- Email blasts featuring your company from Hasbro Children's Hospital to our supporters
- Your logo featured at the event and on top row of Radiothon volunteer t-shirts

Estimated fair market value: \$35,000

### TEXT LINE SPONSOR

**\$10,000**

- Your company showcased throughout Radiothon
- Company mentioned as Text Line Sponsor each hour on all Cumulus radio stations
- Every time someone texts HASBRO to 44321, they will receive a link to a donation page that includes your company name, phone number, and a link to your website
- Minimum 80x naming mentions and thank-you promos throughout Radiothon on all Cumulus radio stations
- Live interview with radio personalities on each Cumulus station
- Logo on Radiothon website, which is featured on Cumulus' radio station sites
- Social media from Cumulus stations and Hasbro Children's Hospital throughout the event
- Email blasts featuring your company from Hasbro Children's Hospital to our supporters
- Logo on top row of Radiothon volunteer T-shirts

Estimated fair market value: \$35,000

(Cont'd)

For more information:

Tania Hurtado

Corporate Relations Officer

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# RADIOTHON

## SPONSORSHIP OPPORTUNITIES (Cont'd)

### POWER HOUR SPONSOR

- Your company showcased exclusively during your selected power hour on all Cumulus radio stations
- Minimum 10x naming mentions on air during your selected power hour
- Minimum of one live interview on a Cumulus radio station
- Logo on Radiothon website, which is featured on Cumulus' radio station sites
- Social media from Cumulus stations and Hasbro Children's Hospital throughout the event
- Email blasts featuring your company from Hasbro Children's Hospital to our supporters
- Logo on Radiothon volunteer t-shirts
- Logo featured at the event

Estimated fair market value: \$25,000

### DRIVE TIME POWER HOUR SPONSOR \$7,000

7 a.m., 8 a.m., 4 p.m., 5 p.m.

### POWER HOUR SPONSOR \$5,000

6 a.m., 9 a.m., 10 a.m., 11 a.m.,  
12 p.m., 1 p.m., 2 p.m., 3 p.m.

### PATRON SPONSOR \$1,000

- Name recognition featured at the event
- Name recognition on Radiothon website, which is featured on Cumulus sites
- Name recognition on banner displayed in Hasbro Children's Hospital post-event
- Name recognition in a Hasbro Children's Hospital major donor publication

### MIRACLE SPONSOR \$500

- Name recognition featured at the event
- Name recognition on Radiothon website, which is featured on Cumulus sites

### MOBILE STUDIO SPONSOR

- Your company showcased as the exclusive mobile studio sponsor for your selected station throughout Radiothon
- Live interview with your sponsored station's radio personalities
- Minimum 50x naming mentions and thank-you promos throughout Radiothon on your selected station
- Logo on Radiothon website, which is featured on Cumulus' radio station sites
- Social media from Cumulus stations and Hasbro Children's Hospital throughout the event
- Logo on Radiothon volunteer t-shirts
- Logo featured at the event

Estimated fair market value: \$25,000

### MOBILE STUDIO SPONSOR OPTIONS:

92 PRO-FM	\$7,000
Lite 105 FM	\$7,000
630 WPRO	\$6,000
HOT 106	\$3,500