

Day OF Giving

10 WJAR



Rhode Island Hospital
Lifespan. Delivering health with care®

On Thursday, April 7, 2022, in partnership with NBC 10 WJAR, we will celebrate Rhode Island Hospital's excellence in care at the 2nd annual Day of Giving. This daylong telethon is an opportunity to celebrate health care heroes and their commitment to patient-centered care, while raising critical funds in support of Rhode Island Hospital's lifesaving mission. Your participation will show the community that you support Rhode Island Hospital and the health care heroes who are on the front lines and have given so much.

Proceeds from the Day of Giving support Rhode Island Hospital's Fund for Excellence, enabling program improvements that directly benefit our patients and their families. Your generosity will enhance our already exceptional patient experience and advance our leading-edge research and medical education.

Sponsorship Opportunities

PRESENTING SPONSOR

\$25,000

(4 sponsorships available)

Benefits Before the Day of Giving:

Deadline to guarantee presenting sponsor benefits before the Day of Giving is February 14.

- Beginning two weeks prior to the event, NBC10 will air ninety 15-second shared promotional commercials to Southern New England to tune in to the Day of Giving. M-Sun ROS 30x on WJAR (NBC10), 30x on EJAR (METV) & 30x on FJAR Ocean State Networks (OSN). A sponsor tag to include audio and visual mentions will be at the end of the promo.*
- Homepage takeover on Turnto10.com one day during the week of the event.
- Logo will appear on 150,000 impressions on Turnto10.com desktop and mobile site promoting the event.
- Rotating ad position on Turnto10.com's 10 Care's page and the Day of Giving subpage.*
- Fixed ad position on WJAR social media postings related to the Day of Giving.*
- Logo on billboards and bus ads.
- Included in all pre-promotional media releases.
- Logo featured on Providence Business News digital advertising.
- Logo on event banner displayed in Rhode Island Hospital for at least a month pre-event.
- Logo featured in Day of Giving promotional email sent to Providence Business News email list (over 25,000 subscribers).
- E-mail blasts featuring your company from Rhode Island Hospital to our supporters.
- Logo featured prominently on Day of Giving event website.

Benefits During the Day of Giving:

- Sponsor logo with audio and visual at the opening of each 30-minute segment at 12:30 and 7:30 p.m.
- Pre-recorded or live studio interview and check presentation to air within a 30-minute segment.*
- Signage with each phone in phone bank.
- Rotating logo on the ticker at the bottom of the screen.
- Logo featured on phone bank set during event.
- Rotating logo on monitor at the phone bank.
- Acknowledgment on Rhode Island Hospital social media.
- Volunteer phone bank shift for members of your organization.

Benefits After the Day of Giving:

- Beginning two weeks post-event, NBC10 will air thirty 15-second shared commercials thanking the community for their support of the Day of Giving. A sponsor tag to include audio and visual mentions will be at the end of the promo.*
- Logo featured on post-event digital and print recognition.
- Prominent logo recognition on banner displayed in Rhode Island Hospital post-event.
- Included in all post-promotional media releases.
- Logo recognition in a Rhode Island Hospital major donor publication.

* Production is included. Fair market value \$13,500

PLATINUM SPONSOR

\$15,000

(2 sponsorships available)

Opportunity to sponsor one of two 30-minute segments that will air during the Day of Giving (either 12:30 p.m. or 7:30 p.m.).

Benefits Before the Day of Giving:

- Beginning two weeks prior to the event, NBC10 will air sixty 15-second shared promotional commercials to Southern New England to tune in to the Day of Giving. M-Sun ROS 20x on WJAR (NBC10), 20x on EJAR (METV) & 20x on FJAR Ocean State Networks (OSN). A sponsor tag to include audio and visual mentions will be at the end of the promo.*
- Homepage takeover on Turnto10.com one day during the week of the event.
- 50% SOV ad position on Turnto10.com's 10 Care's Day of Giving subpage.
- Fixed ad position on WJAR social media postings related to the Day of Giving.
- Email blasts featuring your company from Rhode Island Hospital to our supporters.
- Logo featured prominently on event website.
- Included in all promotional media releases.

Benefits During the Day of Giving:

- One 30-second commercial provided by the sponsor to be aired during your sponsored 30-minute segment.
- Pre-recorded 30-second thank you message to be aired during your sponsored 30-minute segment.*

(Continued)

RIHdayofgiving.org

Sponsorship Opportunities *(Cont'd)*

- Rotating logo on the ticker at the bottom of the screen.
- Signage with each phone in phone bank during your 30-minute segment.
- Logo featured on set signage during sponsored 30-minute segment.
- Pre-recorded check presentation to air during your 30-minute segment.
- Rotating logo on monitor at phone bank.
- Acknowledgment on Rhode Island Hospital social media.
- Volunteer phone bank shift for members of your organization.

Benefits After the Day of Giving:

- Beginning two weeks post-event, NBC10 will air thirty 15-second shared commercials thanking the community for their support of the Day of Giving. A sponsor tag to include audio and visual mentions will be at the end of the promo.*
- Logo featured on post-event digital and print recognition.
- Prominent logo recognition on banner displayed in Rhode Island Hospital post-event.
- Included in all post-promotional media releases.
- Logo recognition in a Rhode Island Hospital major donor publication.

* Production is included. Fair market value \$8,750

GOLD SPONSOR

\$10,000

(12 sponsorships available)

Benefits Before the Day of Giving:

- One snipe to air during news for one week within two weeks of the event.*
- Logo and information on the lower third of the screen for a 3-hour block on OSN.*
- Logo recognition on event website.
- Acknowledgment on Rhode Island Hospital social media.

Benefits During the Day of Giving:

- One 15- or 30-second commercial provided by the sponsor to air at least twice during the Day of Giving.
- Rotating logo on the ticker at the bottom of the screen.
- Rotating logo on monitor at phone bank.
- Volunteer phone bank shift for members of your organization.

Benefits After the Day of Giving:

- Logo on post-event digital and print recognition.
- Logo recognition on banner displayed in Rhode Island Hospital post-event.
- Photo check presentation opportunity at the Hospital.
- Name recognition in a Rhode Island Hospital major donor publication.

* Production is included. Fair market value \$5,000

Under the Internal Revenue Code, the amount of the contribution that is tax deductible for income tax purposes is limited to the excess of the amount paid for the sponsorship over the fair market value of the benefits received.

By agreeing to sponsor or donate to the event, you also agree that if the event is canceled due to circumstances beyond our control, then your pledge commitment will be designated as a donation to Rhode Island Hospital for its general use and purposes. Alternatively, if you would like to arrange for a refund of your gift or a repurposing of your gift, please contact Christina Haas at chaas@lifespan.org or 401-444-7494 within ten business days of the event's cancellation notice.

If you do not wish to receive mail solicitations from Rhode Island Hospital or other Lifespan institutions, please email privacyofficer@lifespan.org, call 866-626-0888 or 401-444-6500 and leave a message or write to Lifespan Compliance & Privacy Office, 245 Chapman Street, Suite 200, Providence, RI 02905.

SILVER SPONSOR

\$5,000

(18 sponsorships available)

Benefits Before the Day of Giving:

- One shared snipe to air during syndication for one week in March.*
- Logo recognition on event website.
- Logo and information on the lower third of the screen for a 3-hour block on OSN shared with silver sponsors.*

Benefits During the Day of Giving

- Rotating logo on monitor at phone bank.
- Volunteer phone bank shift for members of your organization.

Benefits After the Day of Giving:

- Logo recognition on post-event digital and print recognition.
- Logo recognition on banner displayed in Rhode Island Hospital post-event.
- Photo check presentation opportunity at the Hospital.
- Name recognition in a Rhode Island Hospital major donor publication.

* Production is included. Fair market value \$3,000

BRONZE SPONSOR

\$2,500

(20 sponsorships available)

Benefits Before the Day of Giving:

- Logo featured on one full-page sponsored Day of Giving ad in Providence Business News (either March 18 or April 1).
- Name recognition on event website

Benefits During the Day of Giving:

- Rotating logo on monitor at phone bank..

Benefits After the Day of Giving:

- Name recognition on post-event digital and print publications.
- Name recognition on banner displayed in Rhode Island Hospital post-event.
- Name recognition in a Rhode Island Hospital major donor publication.

Fair market value \$380

PATRON SPONSOR

\$1,000

- Name recognition on event website.
- Name recognition on banner displayed in Rhode Island Hospital post-event.
- Name recognition in a Rhode Island Hospital major donor publication.

Fair market value \$0

FOR MORE INFORMATION:

Christina Haas

Manager, Special Events and Corporate Relations

401-444-7494 | Chaas@lifespan.org | RIHdayofgiving.org