

RHODE ISLAND HOSPITAL
HASBRO CHILDREN'S HOSPITAL

DAY OF GIVING

10 WJAR | CUMULUS MEDIA

On Thursday, April 11, 2024, Rhode Island Hospital and its pediatric division, Hasbro Children's Hospital, will present its annual Day of Giving. In partnership with NBC 10 WJAR and Cumulus Media Providence, this daylong radio-telethon is an opportunity to celebrate our healthcare heroes and their patient-centered approach to care, while raising critical funds in support of our lifesaving mission. Proceeds from the Day of Giving support the Rhode Island Hospital Fund for Excellence, which will benefit the greatest needs of Rhode Island Hospital including its pediatric division, 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.

This year's event will highlight the world-renowned physicians and specialists from the Lifespan Cancer Institute at Rhode Island Hospital and the Pediatric Hematology/Oncology Program at Hasbro Children's Hospital, and their commitment to bringing the future of cancer care close to home.

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 1.

- 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.*
- Beginning two weeks prior to the event, Cumulus Providence will air 200 30-second shared promotional announcements to tune in to the Day of Giving. Promotional announcements will run 20x each week on each station WPRO, 92PROFM, LITE 105, HOT 106 and 790 THE SCORE. A sponsor tag will be included at the end of each promo.
- Homepage takeover on Turnto10.com and each Cumulus Providence radio station website one day during the week of the event.
- Logo on billboards and bus ads.
- Logo will appear on Turnto10.com desktop and mobile site with 150,000 impressions promoting the event.
- Logo will appear on Facebook sponsored ads with over 200,000 impressions for the month prior to the event.*
- Logo will appear on Google Display Ads with 200,000 impressions promoting the event.*
- Rotating ad position on Turnto10.com's 10 Care's page and the Day of Giving subpage.*
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Fixed ad position on NBC10 social media postings related to the Day of Giving.*
- Logo featured on e-mail blasts from Rhode Island Hospital and Hasbro Children's Hospital to our supporters.
- Logo featured on targeted email advertising blast with over 136,000 impressions.
- Logo featured prominently on Day of Giving event website which is featured on each Cumulus Providence radio station site.
- Logo on event promotional banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month pre-event.
- Inclusion in all pre-promotional media releases.

Benefits During the Day of Giving:

- Sponsor logo with audio and visual at the opening of each 30-minute segment on NBC10 at 12:30 and 7:30 p.m.
- Pre-recorded interview and check presentation to air within a 30-minute segment on NBC10.*
- Rotating logo on the NBC10 ticker at the bottom of the screen.
- Logo featured on the phone bank set during event.
- Rotating logo on the monitor at the phone bank.
- Acknowledgment on Rhode Island Hospital, Hasbro Children's Hospital, and Cumulus social media.
- Opportunity for a volunteer phone bank shift for members of your organization.
- Logo featured on Day of Giving volunteer t-shirts.

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.*
- Beginning at the conclusion of the Day of Giving (that evening) and four consecutive days, Cumulus Providence will air 100 30-second shared thank you promotional announcements for the Day of Giving. Promotional announcements will run 20x each week on each station WPRO, 92PROFM, LITE 105, HOT 106 and 790 THE SCORE. A sponsor tag will be included at the end of each promo.*
- Logo featured on post-event digital and print recognition including Providence Business News.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Logo recognition on a full-page sponsored Day of Giving thank you ad in Providence Business News.
- Prominent logo recognition on banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month post-event.
- Logo recognition in a Rhode Island Hospital major donor publication.
- Inclusion in all post-promotional media releases.

* Production is included. Fair market value \$24,345.

(Continued)

thedayofgiving.org

Sponsorship Opportunities *(Cont'd)*

PLATINUM SPONSOR

\$15,000

(2 sponsorships available)

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 and each Cumulus Providence radio station website 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 NBC10 social media postings related to the Day of Giving.*
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Logo featured on e-mail blasts from Rhode Island Hospital and Hasbro Children's Hospital to our supporters.
- Logo featured on targeted email advertising blast with over 136,000 impressions.
- Logo featured prominently on Day of Giving event website which is featured on each Cumulus Providence radio station site.
- Included in all promotional media releases.

Benefits During the Day of Giving:

- Sponsor of one of two 30-minute segments that will air during the Day of Giving (either 12:30 p.m. or 7:30 p.m.).
- One 30-second commercial provided by the sponsor to be aired on NBC10 during your sponsored 30-minute segment.
- Pre-recorded 30-second thank you message and check presentation to be aired on NBC10 during your sponsored 30-minute segment.*
- Rotating logo on the NBC10 ticker at the bottom of the screen.
- Your company showcased with 2 custom sweepers exclusively during an hour of the Day of Giving on all Cumulus Providence radio stations.
- Logo featured on set signage during sponsored 30-minute segment.
- Rotating logo on monitor at phone bank.
- Acknowledgment on Rhode Island Hospital, Hasbro Children's Hospital, and Cumulus social media.
- Opportunity for a volunteer phone bank shift for members of your organization.
- Logo featured on Day of Giving volunteer t-shirts.

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.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.

- Logo recognition on a full-page sponsored Day of Giving thank you ad in Providence Business News.
- Prominent logo recognition on banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month post-event.
- Inclusion in all post-promotional media releases.
- Logo recognition in a Rhode Island Hospital major donor publication.

** Production is included. Fair market value \$13,620.*

GOLD SPONSOR

\$10,000

(10 sponsorships available)

Benefits Before the Day of Giving:

- One snipe to air on NBC10 during the 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 FJAR Ocean State Networks (OSN).*
- Logo will appear on Google Display Ads with 20,000 impressions promoting the event. *
- Logo recognition on event website which is featured on Cumulus' radio station sites.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.

Benefits During the Day of Giving:

- Your company showcased with 2 custom sweepers exclusively during an hour of the Day of Giving on all Cumulus radio stations.
- One 15- or 30-second commercial provided by the sponsor to be aired on NBC10 at least twice during the Day of Giving.
- 2-minute interview which will be featured on each Cumulus Providence radio station.
- Rotating logo on the NBC10 ticker at the bottom of the screen.
- Rotating logo on the monitor at phone bank.
- Acknowledgment on Rhode Island Hospital, Hasbro Children's Hospital, and Cumulus social media.
- Opportunity for a volunteer phone bank shift for members of your organization.
- Logo featured on Day of Giving volunteer t-shirts.

Benefits After the Day of Giving:

- Logo on post-event digital and print recognition.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Logo recognition on a full-page sponsored Day of Giving thank you ad in Providence Business News.
- Logo recognition on banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month 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 \$9,770.*

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Sponsorship Opportunities *(Cont'd)*

SILVER SPONSOR

\$5,000

(18 sponsorships available)

Benefits Before the Day of Giving:

- One shared snipe to air on NBC10 during syndication for one week pre-event.*
- Logo recognition on Day of Giving event website which is featured on each Cumulus Providence radio station site.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- 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.
- Opportunity for a volunteer phone bank shift for members of your organization.

Benefits After the Day of Giving:

- Logo recognition on post-event digital and print recognition.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Logo recognition on a full-page sponsored Day of Giving thank you ad in Providence Business News.
- Logo recognition on banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month 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 \$3,070.

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 Shannon Tuttle at stuttle@lifespan.org or 401-444-4675 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.

BRONZE SPONSOR

\$2,500

(20 sponsorships available)

Benefits Before the Day of Giving:

- Logo featured on a full-page sponsored Day of Giving ad in Providence Business News.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Logo recognition on Day of Giving event website which is featured on each Cumulus Providence radio station site.

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 the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Logo recognition on a full-page sponsored Day of Giving thank you ad in Providence Business News.
- Name recognition on post-event digital and print publications.
- Name recognition on banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month post-event.
- Name recognition in a Rhode Island Hospital major donor publication.

* Fair market value \$245.

PATRON SPONSOR

\$1,000

- Name recognition on Day of Giving event website which is featured on each Cumulus Providence radio station site.
- Name recognition on the Day of Giving sections of Cumulus' EnjoyRI.com website for 2 weeks.
- Name recognition on post-event digital and print publications.
- Name recognition on banner displayed in Rhode Island Hospital and Hasbro Children's Hospital for at least a month post-event.
- Name recognition in a Rhode Island Hospital major donor publication.

FOR MORE INFORMATION:

Shannon Tuttle

Sr. Development Events Officer

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