



Helen DeVos Children's Hospital

**RADIOTHON**

December 9 and 10, 2021

# Helen DeVos Children's Hospital **22<sup>nd</sup> Annual Radiothon**

Radiothon is a two-day live radio broadcast to support the Helen DeVos Children's Hospital Annual Fund. Hosts from Star 105.7 and B-93 will share powerful stories of patients whose lives have been transformed by the generosity of donors.

Through your sponsorship, available at levels from \$500 to \$50,000, you can help provide high-quality, safe health care for kids in West Michigan and beyond. Your organization can receive on-air mentions, logo placements, online recognition, and even an on-air interview, depending on your sponsorship level.

Contact Nicole Cook at 616.391.2040 or [nicole.cook@spectrumhealth.org](mailto:nicole.cook@spectrumhealth.org) for more information and to learn about how your sponsorship can improve health, inspire hope and save lives!



## Sponsorship Opportunities

### **\$50,000 Presenting Sponsor (1 Available)**

- The event will be referred to as "presented by [your company]" in advertisements and by the DJs
- On-air interview
- Three \$10,000 matches during Radiothon to encourage matching donations
- Recognition on social media
- Logo on Radiothon collateral (shirts, fliers, etc.)
- Logo on Grand Rapids Press Radiothon ad
- Logo on Radiothon e-blasts and website

## Sponsorship Opportunities, cont. ...

### \$40,000 Phonebank Sponsor (1 Available)

- Throughout Radiothon, DJs will announce, "call the [your company] phonebanks"
- On-air interview
- Two \$10,000 matches during Radiothon to encourage matching donations
- Recognition on social media
- Logo on Radiothon website
- Logo on Grand Rapids Press Radiothon ad
- Recognition on post-event postcard

### \$25,000 Health Care Heroes Sponsor (1 Available)

- Sponsor of the Health Care Heroes interviews during Radiothon (interviews with hospital staff)
- On-air interview
- One \$10,000 match during Radiothon to encourage matching donations
- Recognition on social media
- Logo on Radiothon website
- Logo on Grand Rapids Press Radiothon ad
- Recognition on post-event postcard

### \$10,000 Day Sponsor (4 Available)

- Pre-recorded interview to air during Radiothon
- One \$5,000 match during Radiothon to encourage matching donations
- Recognition on social media
- Logo on Radiothon website
- Logo on Grand Rapids Press Radiothon ad
- Recognition on post-event postcard



### \$5,000 Spotlight Sponsor (12 Available)

- One \$1,000 match during Radiothon to encourage matching donations
- Recognition on social media
- Name listed on Radiothon website
- Name listed on Grand Rapids Press Radiothon ad
- Recognition on post-event postcard

### \$2,500 Miracle Sponsor (12 Available)

- On-air mentions
- Recognition on social media
- Name listed on Radiothon website
- Name listed on Grand Rapids Press Radiothon ad

### \$1,000 Inspiration Sponsor (20 Available)

- Name listed on Radiothon website
- Name listed on Grand Rapids Press Radiothon ad

### \$500 Hope Sponsor (20 Available)

- Name listed on Grand Rapids Press Radiothon ad

## 2020 Radiothon by the Numbers



- Record-breaking **\$484,372 RAISED**
- 23 generous sponsors
- 24 hours of live, on-air broadcasting with hosts, Matt & Aly (B-93) and Mac & Shmittty (Star 105.7)
- Over 800 online gifts
- Nearly 700 phone pledges
- 520 first-time donors