



2018 RADIOTHON SPONSORSHIP OPPORTUNITIES



EVENT OVERVIEW

WHO

Five of your favorite radio stations will broadcast live for an amazing cause – the Miami Cancer Institute!

WHAT

The Radiothon will ask loyal listeners for generous donations, while featuring heart-warming stories, Miami HEAT player appearances, DJ banter, local company involvement and compelling interviews!

WHERE

Live from the home of the Miami HEAT – AmericanAirlines Arena
(601 Biscayne Blvd, Miami, FL 33132)

WHEN

Wednesday - November 7, 2018
6:00AM – 7:00PM



PARTNERSHIP GOALS

- Align your annual cause marketing initiative with the Miami Cancer Institute and Baptist Health South Florida.
- Let our million+ listeners know that your company supports its local community and families within it.
- Increase awareness of your business by utilizing media included in our cause-related program.



BENEFICIARY

BAPTIST HEALTH SOUTH FLORIDA & MIAMI CANCER INSTITUTE



Baptist Health South Florida, with the help of philanthropic support from our community, opened Miami Cancer Institute in January 2017. Bringing together an unmatched dedication to multidisciplinary patient care, cutting-edge technology and innovative cancer treatments, the Institute is supported by a clinical and research alliance with Memorial Sloan Kettering, one of the leading academic cancer centers in the world. The \$430 million, 395,000-square-foot Institute is poised to be the primary destination for cancer patients in the southeastern U.S., Latin America and the Caribbean. Miami Cancer Institute is a symbol of hope, faith and caring, from the building's patient-inspired design to the specialists, nurses and staff. From prevention and detection to treatment and clinical research, Miami Cancer Institute combines innovation and precision in cancer care with the high-quality patient care for which Baptist Health South Florida is well known.



2018 RADIOTHON SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP

PRE-PROMOTIONAL SUPPORT

Entercom Deliverables

- Brand Name inclusion in a minimum of 140 on-air recorded promotional event announcements across five of Entercom South Florida's top-rated radio stations (101.5 LITE FM, Power 96, 102.7 The Beach, 104.3 The Shark, & 790 The Ticket) Sept 24-Nov 6, 2018
- Company logo featured on the Radiothon homepage flipper panel, featured on all five radio station home pages during the promotional period
- Name & link included in each station's Radiothon event calendar splash page
- Logo & link featured on the Radiothon Sponsor webpage
- Logo inclusion in a minimum of 5,000 event flyers
- Brand name & link inclusion in a minimum of five (5) weekly station e-newsletters, one (1) per station
- Tagged inclusion in five (5) social media posts pre-promoting the Radiothon, one (1) per station

Baptist Health Foundation Deliverables

- Logo displayed at major fundraising events, on the Corporate Partners recognition wall at the Corporate office and in each hospital lobby
- Logos included in Board meeting agendas throughout Baptist Health and distributed quarterly to all leadership
- Commemorative Corporate Partners plaque
- Company Name Listing on Baptist Health Foundation website
- Listing in Resource and Salud magazines – Circulation: 850,000+

Miami HEAT Deliverables

- Logo inclusion in HEAT promotion leading up to Radiothon at a minimum of 3 games which includes (once scheduled is released, game dates will be confirmed):
 - LED Messaging for 1 minute in-game
 - PA/Scoreboard graphic promoting Radiothon
- Opportunity to have a kiosk at the Arena during the 3 games
- Logo inclusion in one (1) HEAT e-mail newsletter promoting the Radiothon
- Hospitality: 10 Tickets to Radiothon Game (the HEAT home game, the same night as the Radiothon)

ON-SITE PROMOTIONAL SUPPORT

- During the Radiothon, each station will feature Presenting Sponsor's brand name in a minimum of one (1) live on-air mention per hour, minimum total of 60 live on-air mentions
- Opportunity for a Presenting Sponsor company representative to speak LIVE on the air during the event; total of five (5) :60 live on-air interviews, one per station
- Opportunity for Presenting Sponsor employees to staff a phone bank shift during the event
- Logo recognition on Xfinity East Plaza during radiothon on Digital Columns and Digital board on Stage

ADDITIONAL DELIVERABLES

Entercom Deliverables

- Presenting Sponsorship acknowledgment on all press materials
- First right of refusal for sponsorship of 2019 Radiothon
- Contextual inclusion in Radiothon Photo Event Gallery
- Comprehensive Sponsorship Radiothon recap

Baptist Health Foundation Deliverables

- Invitations to the Celebration of Generosity with Baptist Health senior leadership and listing in the donor book and event signage.
- Invitations to educational seminars, luncheons, networking events, tours of hospitals/facilities, and other special events.
- Biometric Screenings: For 50 employees including blood pressure, body composition/body mass index (BMI), cholesterol, glucose and waist circumference. Aggregate data and clinical recommendations provided.
- Wellness Education Sessions: Select number of on-site health and wellness information sessions that are of interest to your employees.
- Care On Demand: All employees are eligible to receive an exclusive coupon code for two free visits to this innovative service which provides immediate access to see and speak with a physician 24/7, via smart phone, tablet or computer, for ailments such as a cold or cough, sinus infection, flu, headache, sore throat, earache, pink eye, fever, rash and urinary tract infections.

\$35,000 NET INVESTMENT



2018 RADIOTHON SPONSORSHIP OPPORTUNITIES

PHONE BANK SPONSORSHIP

PRE-PROMOTIONAL SUPPORT

Entercom Deliverables

- Logo & link featured on the Radiothon Sponsor webpage
- Company logo featured on the Radiothon homepage flipper panel, featured on all five radio station home pages during the promotional period
- Logo inclusion in a minimum of 5,000 event flyers
- Brand name & link inclusion in a minimum of five (5) weekly station e-newsletters, one (1) per station
- Tagged inclusion in five (5) social media posts pre-promoting the Radiothon, one (1) per station

Baptist Health Foundation Deliverables

- Logo displayed at major fundraising events, on the Corporate Partners recognition wall at the Corporate office and in each hospital lobby
- Logos included in Board meeting agendas throughout Baptist Health and distributed quarterly to all leadership
- Commemorative Corporate Partners plaque
- Company Name Listing on Baptist Health Foundation website
- Listing in Resource and Salud magazines – Circulation: 850,000+

Miami HEAT Deliverables

- Logo inclusion on PA/Scoreboard graphic promoting Radiothon at a minimum of 3 Miami Heat home games
- Opportunity to have a kiosk at the Arena during the 3 games
- Hospitality: 4 Tickets to Radiothon game (the HEAT home game, the same night as the Radiothon)

ON-SITE PROMOTIONAL SUPPORT

- During the Radiothon, all five stations will include the Phone Bank Sponsor's company name as part of each on-air donation solicit to its loyal listeners, such as "...representatives are standing by at our COMPANY NAME Phone Bank, graciously accepting your generous donations."
 - Phone Bank Sponsor's brand name will be included in a minimum of two hundred (200) live on-air mentions throughout the Radiothon across five of Entercom South Florida's top-rated radio stations (101.5 LITE FM, Power 96, 102.7 The Beach, 104.3 The Shark, & 790 The Ticket)
- Opportunity for a Phone Bank Sponsor company representative to speak LIVE on the air during the event; total of five (5) :60 live on-air interviews, one per station
- Opportunity for Phone Bank Sponsor employees to staff a phone bank shift during the event
- Logo recognition on Xfinity East Plaza during Radiothon on Digital Columns and Digital board on Stage

ADDITIONAL DELIVERABLES

Entercom Deliverables

- Phone Bank Sponsorship acknowledgment on all press materials
- First right of refusal for sponsorship of 2019 Radiothon
- Contextual inclusion in Event Photo Event Gallery
- Comprehensive Sponsorship recap

Baptist Health Foundation Deliverables

- Invitations to the Celebration of Generosity with Baptist Health senior leadership and listing in the donor book and event signage.
- Invitations to educational seminars, luncheons, networking events, tours of hospitals/facilities, and other special events.
- Biometric Screenings: For 50 employees including blood pressure, body composition/body mass index (BMI), cholesterol, glucose and waist circumference. Aggregate data and clinical recommendations provided.
- Wellness Education Sessions: Select number of on-site health and wellness information sessions that are of interest to your employees.
- Care On Demand: All employees are eligible to receive an exclusive coupon code for two free visits to this innovative service which provides immediate access to see and speak with a physician 24/7, via smart phone, tablet or computer, for ailments such as a cold or cough, sinus infection, flu, headache, sore throat, earache, pink eye, fever, rash and urinary tract infections.

\$25,000 NET INVESTMENT



2018 RADIOTHON SPONSORSHIP OPPORTUNITIES

DAYPART SPONSORSHIP

PRE-PROMOTIONAL SUPPORT

Entercom Deliverables

- Company logo featured on the Radiothon homepage flipper panel, featured on all five radio station home pages during the promotional period
- Name & link included in each station's Radiothon event calendar splash page
- Logo & link featured on the Radiothon Sponsor webpage
- Logo inclusion in a minimum of 5,000 event flyers
- Brand name & link inclusion in a minimum of five (5) weekly station e-newsletters, one (1) per station
- Tagged inclusion in five (5) social media posts pre-promoting the Radiothon, one (1) per station

Baptist Health Foundation Deliverables

- Logo displayed at major fundraising events, on the Corporate Partners recognition wall at the Corporate office and in each hospital lobby
- Logos included in Board meeting agendas throughout Baptist Health and distributed quarterly to all leadership
- Commemorative Corporate Partners plaque
- Company Name Listing on Baptist Health Foundation website
- Listing in Resource and Salud magazines – Circulation: 850,000+

Miami HEAT Deliverables

- Logo inclusion on PA/Scoreboard graphic promoting Radiothon at a minimum of 3 Miami Heat home games
- Opportunity to have a kiosk at the Arena during the 3 games
- Hospitality: 4 Tickets to Radiothon game (the HEAT home game, the same night as the Radiothon)

ON-SITE PROMOTIONAL SUPPORT

- As a Daypart Sponsor, your company will receive branding across all five (5) Entercom stations during a designated time of the Radiothon (morning, midday, or afternoon drive).
 - During the Radiothon, Drive Time Sponsor will receive a minimum of seventy-five (75) live on air-mentions across five of Entercom South Florida's top-rated radio stations (101.5 LITE FM, Power 96, 102.7 The Beach, 104.3 The Shark, & 790 The Ticket)
- Opportunity for a Daypart Sponsor company representative to speak LIVE on the air during the event; total of five (5) :60 live on-air interviews, one per station
- Opportunity for Daypart Sponsor employees to staff a phone bank shift during the event
- Logo recognition on Xfinity East Plaza during Radiothon on Digital Columns and Digital board on Stage

ADDITIONAL DELIVERABLES

Entercom Deliverables

- Contextual inclusion in Event Photo Event Gallery
- Comprehensive Sponsorship recap

Baptist Health Foundation Deliverables

- Invitations to the Celebration of Generosity with Baptist Health senior leadership and listing in the donor book and event signage.
- Invitations to educational seminars, luncheons, networking events, tours of hospitals/facilities, and other special events.
- Biometric Screenings: For 25 employees including blood pressure, body composition/body mass index (BMI), cholesterol, glucose and waist circumference. Aggregate data and clinical recommendations provided.
- Wellness Education Sessions: Select number of on-site health and wellness information sessions that are of interest to your employees.
- Care On Demand: All employees are eligible to receive an exclusive coupon code for two free visits to this innovative service which provides immediate access to see and speak with a physician 24/7, via smart phone, tablet or computer, for ailments such as a cold or cough, sinus infection, flu, headache, sore throat, earache, pink eye, fever, rash and urinary tract infections.

Three (3) Opportunities Available – Morning, Midday & Afternoon Drive

\$15,000 NET INVESTMENT



2018 RADIOTHON SPONSORSHIP OPPORTUNITIES

MEAL TIME SPONSORSHIP

As the Meal Time Sponsor, your Company will have the chance to gain exposure throughout meal breaks at the Radiothon by providing a delicious spread of food for on-air talent, celebrities, and staff to talk about during the event!

PRE-PROMOTIONAL SUPPORT

- Logo & link featured on the Radiothon Sponsor webpage
- Name & link included in each station's Radiothon event calendar splash page
- Logo inclusion in a minimum of 5,000 event flyers
- Brand name & link inclusion in a minimum of five (5) weekly station e-newsletters, one (1) per station
- Tagged inclusion in five (5) social media posts pre-promoting the Radiothon, one (1) per station

ON-SITE PROMOTIONAL SUPPORT

- As a Meal Time Sponsor, your company will receive branding across all five (5) Entercom stations during a designated time of the Radiothon (Breakfast, Lunch, or Dinner).
 - During the Radiothon, each station will feature Meal Time Sponsor's brand name in a minimum of four (4) live on-air mentions, minimum total of 20 live on-air mentions
- Opportunity for a Meal Time Sponsor company representative to speak LIVE on the air during the event; total of five (5) :60 live on-air interviews, one per station
- Opportunity for Meal Time Sponsor employees to staff a phone bank shift during the event

ADDITIONAL DELIVERABLES

- Contextual inclusion in Event Photo Event Gallery
- Comprehensive Sponsorship recap

Three (3) Opportunities Available - Breakfast, Lunch & Dinner

**\$5,000 NET INVESTMENT
+ CATERED MEAL FOR A MINIMUM OF (100) PEOPLE**

