

Sharing Hope Radiothon

Sponsorship of the 2024 Radiothon affirms your commitment to the Great Lakes Bay Region and the homeless men, women and children we serve.

7 Partnership Levels

• PLATINUM SPONSOR - \$5,000

The Platinum Radiothon sponsor will become a Title Sponsor of the Event, partnering with R3M throughout the broadcast day, receiving countless amounts of on-air exposure and garnering priceless amounts of community goodwill that accompany this effort to feed and care for those in need.

• GOLD SPONSOR - \$3,500

The Gold sponsor will become the Phone Bank sponsor, your business will be recognized each time the on-air host updates the progress of donations as we strive for a specific goal or challenges for the audience to call in a donation.

• **SILVER “Over the Top” SPONSOR - \$2,500** The Silver sponsor will help take us over the top and will sponsor the final two hours of the Radiothon. Your partnership during the final hours will challenge listeners to call in a gift to take us “over the top.” Your business will be recognized each time the on-air host updates the progress of donations during the final two hours. ___4pm ___5pm

• **DIGITAL SPONSOR - \$2,500** Your partnership with R3M will encourage listeners to make their gift Online. Your business will be recognized multiple times on-air during the week prior to the radiothon and on the Rescue Ministries website and Facebook pages plus the WSGW website during the radiothon.

• **MORNING SHOW SPONSOR - \$2,000** Your partnership with R3M during the Art Lewis Show and The Moose morning show will challenge listeners to call in a gift during an one-hour segment. ___9am ___10am ___11am

• **MORNING COMMUTE SPONSOR - \$1,000** Your partnership with R3M during the morning commute will challenge listeners to call in a gift during a one hour segment, in response to the matching challenge issued in the name of your business. ___6am ___7am ___8am

• \$500 MATCH SPONSOR

Your partnership with R3M during the day will challenge listeners to call in a gift in response to a 15 minute matching challenge issued in the name of your business. ___12pm ___1pm ___2pm ___3pm



On Thursday, December 12, 2024 Rescue Ministries of Mid-Michigan (R3M) will “share” the airwaves of the Alpha Media radio stations - WSGW, WCEN, WGER & WTLZ - to tell the powerful story of RESCUE and the changed lives that have been touched by our work in Saginaw and Bay City for more than 119 years.

Throughout the day, listeners will be invited to partner with R3M by calling in donations and our business partners will be recognized during the broadcast with live mentions and perhaps a live interview!

Will you join this important celebration by DOUBLING the impact of gifts given during the broadcast day?

