



Telethon 2012 Sponsorship Opportunities

- Adoptable Animal Sponsor** **\$500**
- Company name listed in pre-event publicity including:
 - *Lollypop News* 24,000 circulation
 - 4,200 visitors per day; 118,000 per month to Web site
 - Email blasts to 11,000 valid email addresses
 - Sponsorship of one adoptable animal segment to air during the Telethon
 - Dog/cat/farm adoptable animals
 - Logo included in pre-taped bumpers and/or Company name announced by host: *"This adoptable animal is sponsored by Company XYZ."*
 - Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, sell merchandise, etc.
- Vignette Sponsor** **\$1,000**
- All of the benefits listed above plus:
 - Kissing Booth Sponsorship - 45 minute segment with company logo.
 - Sponsorship of vignette instead of adoptable animal: Pre-taped vignettes include successful adoption stories, law enforcement, Lollypop Farm programs
- Phone Bank Sponsor** **\$2,500**
- All of the benefits listed above plus:
 - Phone Bank Interview between 3:00-6:00pm instead of vignette sponsorship
 - Phone bank during 3-6 pm programming block
 - Phone Bank Interview
 - 6 company representatives
 - 1-hour duration
- Program Sponsor** **\$5,000**
- All of the benefits listed above plus:
 - Mall advertising prior to event
 - Logo listed in 20,000 Save the Date postcards
 - Company name included in top of the hour program identifications (6 total)
 - Phone Bank Interview/**OR** pre-taped :60 segment highlighting your company and why you support Lollypop
- Hourly Segment Sponsor** **\$7,500**
- All of the benefits listed above plus:
 - One-hour during live programming (5-9pm) sponsored by your company
 - Pre-taped identifications and on-air mentions by talent
 - Logo in rotation displayed on bottom of screen by phone number for entire show
 - On-air television check presentation between 5:00-9:00pm/**OR** pre-taped :60 segment highlighting your company and why you support Lollypop
 - Opportunity to insert a one page flyer or advertisement in acknowledgement letters mailed to all Telethon donors
- Television Set Sponsor** **\$10,000**
- All of the benefits listed above plus:
 - Participation in any promotions with media partners 13WHAM-TV and radio partner (TBD)
 - Logo included in TV commercials on 13WHAM-TV
 - Customized interview set (1 of 3)
 - Collateral/product provided by sponsor
 - :30 television commercials during broadcast (3 total, aired at top of hour, provided by company)