



Telethon 2018
Saturday, March 3, 2018
Broadcast Live from Eastview Mall
From 3:00pm-9:00pm



Our annual **Tails of Hope Telethon** is broadcast live from Eastview Mall on 13 Wham. It reaches almost 20,000 viewers in their homes in addition to the several thousand people that attend the live viewing. This is a one of a kind opportunity that you don't want to miss.

One-Hour Program Sponsor

(Limited - 4)

\$5,000

Prior to the Event

Logo or name on pre-event publicity including:

- Telethon 2018 webpage on Lollypop Farm website - website averages 260,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.
- Inclusion on Telethon flyers and posters that will be distributed throughout the community.

During Programming/Day of Event

- Company name included in top of your sponsored hour – *"This hour sponsored by..."*
- Company logo shown on-screen twice during your sponsored hour.
- Phone bank time during live programming with company signage during rotation.
- Up to 6 company representatives for 45min slot.
- Phone Bank Interview highlighting your company and why you support Lollypop Farm.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.
- One Facebook mention during your sponsored hour. (61,000+ followers)

Deadline to be included in all benefits: January 30th, 2018

For more information contact:

Kelly Wolfe, Manager of Corporate & Foundation Relations
at (585) 223-1330 x244 or kwolfe@lollypop.org



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Adoptable Animal Sponsor

(Limited – 10 companies)

\$3,000

Prior to the Event

Company name on pre-event publicity including:

- Inclusion on special pre-event signage in the adoptable animal areas at Lollypop Farm's Victor Road shelter.
- Listed as a sponsor on Telethon 2018 webpage on Lollypop Farm website - website averages 289,500 page views/month.
- Telethon 2018 webpage on Lollypop Farm website - website averages 260,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.

During Programming/Day of Event

- Sponsorship of one adoptable animal segment to air during the Telethon - Segment includes one on-air pet and one pre-taped pet.
- Company name announced by host during segment, for example, *"This adoptable animal is sponsored by..."*
- Logo included in pre-taped bumpers for pre-recorded animal.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

Post Event

Inclusion of 1,000 pieces of your company's promotional materials in Lollypop Farm adoption packets for new adopters (on average, 450 packets are given out each month).

Deadline to be included in all benefits: January 30, 2018

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Phone Bank Sponsor

(Limited to 5 companies)

\$1,500

Prior to the Event

3 spots left

Company name on pre-event publicity including:

- Telethon 2018 webpage on Lollypop Farm website - website averages 260,000 visits/month
- Telethon-specific email blasts to 18,000 active email addresses.

During Programming/Day of Event

- Scheduled phone bank time during live programming with company signage during rotation
 - Up to 6 company representatives for 45min slot
 - At least two on-camera views of staff working on phone bank during rotation
- Opportunity to mention company's name when taking calls, for example, *"Thank you for supporting Lollypop Farm's Telethon, this is Suzy volunteering from XYZ Corp."*
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

Deadline to be included in all benefits: January 30, 2018

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Bundled Vignette Sponsor

(Limited to 5 companies)

\$1,000

Prior to the Event

Company name on pre-event publicity including:

- Company name with link to company website on Telethon 2018 webpage on Lollypop Farm website - website averages 260,000 page views/month.
- Company name with link to company website in Telethon-specific email blasts to 18,000 active email addresses.

During Programming/Day of Event

- Sponsorship of two television vignettes to air during the Telethon.
 - Pre-taped vignettes include successful adoption stories, law enforcement, Lollypop Farm programs.
 - Logo included in pre-taped bumpers and/or Company name announced by host, for example,
"This story is sponsored by Company XYZ." or similar language.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

Post Event

Company name included at the end of two vignettes that will be available on social media after the event.

Deadline to be included in all benefits: February 1, 2018

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Vignette Sponsor

(Limited to 10 companies)

\$750

Prior to the Event

Company name on pre-event publicity including:

- Company name with link to company website on Telethon 2018 webpage on Lollypop Farm website - website averages 260,000 page views/month.

During Programming/Day of Event

- Sponsorship of one television vignette to air during the Telethon.
 - Pre-taped vignettes include successful adoption stories, law enforcement, Lollypop Farm programs.
 - Logo included in pre-taped bumpers and/or Company name announced by host, for example,
"This story is sponsored by Company XYZ."
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

Post Event

Company name included at the end of one vignette that will be available on social media after the event.

Deadline to be included in all benefits: February 1, 2018

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Sponsorship Summary

We are so grateful that you will be supporting Lollypop Farm through sponsorship. Through this partnership we will not only continue our work to help homeless and abused animals, but also provide your company with direct access to thousands of shelter visitors and Lollypop Farm supporters.

Company Name: _____

Contact Name: _____ Title: _____

Contact Phone: _____ Contact Email: _____

Please select the sponsorship levels that work best for your company.

Event	Sponsorship Level Selected	Dollar Amount
Telethon 2018		
	TOTAL SPONSORSHIP AMOUNT	

Your contribution will help offset the costs associated with these events, allowing each dollar raised by participants to go directly to animal care and educational programming.

Total Commitment \$ _____

 Company Representative Date

 Kelly Wolfe Date
 Corporate & Foundation Relations