



**Telethon 2019**  
Saturday, March 2, 2019  
Broadcast Live from Eastview Mall  
From 3:00pm-9:00pm



## Telethon Set Sponsors

(limit 3 companies)

**\$12,000**

### Prior to the Event

Logo or name on pre-event publicity including, but not limited to, TV, print, web and email blasts.

- TV commercials on 13WHAM-TV and inclusion in event press releases.
- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.
- *Compassion Unleashed Newsletter* - 30,800 circulation.
- Logo on table tents at Eastview Mall.
- Inclusion on Telethon flyers and posters that will be distributed throughout the community.
- One mention on Lollypop Farm's Facebook page – 67,800+ followers.

### During Programming/Day of Event

- Company branded interview set (1 of 3).
  - Collateral/product provided by sponsor.
- Mention of company name by on-air talent as "Telethon Sponsor" once each hour during the entire broadcast.
- Logo included in top of the hour program identifications (6 total).
- Logo in rotation displayed on bottom of screen by phone number for entire show.
- Three 30 second television commercials during broadcast.
  - Provided by company. Must align with Lollypop Farm's organizational values, content to be pre-approved by Lollypop Farm.
- Phone bank time during live programming with company signage during rotation.
  - Up to 6 company representatives for a 45min slot.
- On-air television check presentation between 5:00-9:00pm/OR pre-taped 60 second segment highlighting your company and why you support Lollypop Farm.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

### Post Event

Opportunity to insert a one page flyer or advertisement in acknowledgement letters mailed to all Telethon donors (approximately 2,000) – must fit in standard envelope (no postcards, etc.)

**Deadline to be included in all benefits: December 26, 2018**

For more information contact: **Tracy Dinan**, Manager of Corporate & Foundation Relations  
at (585) 223-1330 x251 or [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)



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## Phone Bank Set Sponsor

**\$8,000**

**Exclusive Opportunity**

### Prior to the Event

Logo or name on pre-event publicity including, but not limited to, TV, print, web and email blasts.

- TV commercials on 13WHAM-TV and inclusion in event press releases.
- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.
- *Compassion Unleashed Newsletter* - 30,800 circulation.
- Logo on table tents at Eastview Mall.
- Inclusion on Telethon flyers and posters that will be distributed throughout the community.
- One mention on Lollypop Farm's Facebook page – 67,800+ followers.

### During Programming/Day of Event

- Set featured between six and nine times per hour live on air.
- Mention of company name by on-air talent as “Telethon Sponsor” once each hour during the entire broadcast.
- Logo included in top of the hour program identifications (6 total).
- Logo in rotation displayed on bottom of screen by phone number for entire show.
- Phone bank time during live programming with company signage during rotation.
  - Up to 6 company representatives for a 45min slot.
- On-air television check presentation between 5:00-9:00pm/OR pre-taped 60 second segment highlighting your company and why you support Lollypop Farm.
- 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). \$650 value. Promotional item must be pre-approved by Tracy and cannot promote pet food.

**Deadline to be included in all benefits: December 26, 2018**

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# Lead Tote Board Sponsor

**\$7,000**

**Exclusive Opportunity**

## Prior to the Event

Logo or name on pre-event publicity including:

- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.
- Logo on table tents at Eastview Mall.
- Inclusion on Telethon flyers and posters that will be distributed throughout the community.
- One mention on Lollypop Farm's Facebook page - 67,800+ followers

## During Programming/Day of Event

- Logo on each side of the tote board (2 sides) which will be seen on-air at least 3 times/broadcast hour and will remain up through the entire broadcast.
- Mention of company name by on-air talent as "Telethon Sponsor" once each hour during the entire broadcast.
- Logo included in top of the hour program identifications (6 total).
- On-air television check presentation between 5:00-9:00pm.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.
- One 30 second television commercials during broadcast.
  - Provided by company. Must align with Lollypop Farm's organizational values, content to be pre-approved by Lollypop Farm.
- One Facebook mention during the day of the broadcast.

**Deadline to be included in all benefits: December 21, 2018**

For more information contact:

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at (585) 223-1330 or [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)

## Telethon Microphone Sponsor-\$6,000



### Exclusive Opportunity



#### Prior to the Event

Logo or name on pre-event publicity including, but not limited to, TV, print, web and email blasts.

- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 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.
- One mention on Lollypop Farm's Facebook page – 67,800+ followers.

#### During Programming/Day of Event

- **Company logo on all 4 microphones (3 logos per microphone, see photo above, 4<sup>th</sup> spot will be Lollypop Farm's logo) used by talent during live broadcast. This will ensure your logo is in almost every live shot!!**
- Mention of company name by on-air talent as "Telethon Sponsor" once each hour during the entire broadcast.
- Logo included in top of the hour program identifications (6 total).
- Logo in rotation displayed on bottom of screen by phone number for entire show.
- On-air television check presentation between 5:00-9:00pm highlighting your company and why you support Lollypop Farm.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

**Deadline to be included in all benefits: December 21, 2018**



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# One-Hour Program Sponsor

(Limited - 4)

**\$5,000**

## Prior to the Event

Logo or name on pre-event publicity including:

- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 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. (67,800+ followers)

**Deadline to be included in all benefits: January 31th, 2019**

For more information contact:

**Tracy Dinan**, Manager of Corporate & Foundation Relations  
at (585) 223-1330 or [Tdinan@lollypop.org](mailto:Tdinan@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 2019 webpage on Lollypop Farm website - website averages 289,500 page views/month.
- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 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.
- 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.

## 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). \$650 value Promotional item must be pre-approve by Tracy and cannot promote pet food.

**Deadline to be included in all benefits: January 31, 2019**

For more information contact:

**Tracy Dinan**, Manager of Corporate & Foundation Relations  
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Lollypop Farm, Humane Society of Greater Rochester, 99 Victor Rd., Fairport NY 14450





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# Closed Caption Sponsor

## \$1,200

(Limited to 1 company)

### Exclusive Opportunity

#### Prior to the Event

Logo or name on pre-event publicity including:

- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.
- Posters at Eastview Mall (two stanchions at mall entrances).

#### During Programming/Day of Event

- Company name included each hour – “*Closed captions sponsored by...*” or similar phrasing.
- Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.

**Deadline to be included in all benefits: February 1, 2019**

For more information contact:

**Tracy Dinan**, Manager of Corporate & Foundation Relations  
at (585) 223-1330 or [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)



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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 2019 webpage on Lollypop Farm website - website averages 218,000 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.

## Adoption Packet Event Special Add On (\$325)

Inclusion of 1,000 pieces of your company's promotional materials in Lollypop Farm adoption packets for new adopters. This is a \$650 value. Promotional item must be pre-approved by Tracy and cannot promote pet food.

**Deadline to be included in all benefits: February 1, 2019**

For more information contact:

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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 2019 webpage on Lollypop Farm website - website averages 218,000 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.

### Adoption Packet Event Special Add On (\$325)

Inclusion of 1,000 pieces of your company's promotional materials in Lollypop Farm adoption packets for new adopters. This is a \$650 value. Promotional item must be pre-approved by Tracy and cannot promote pet food.

**Deadline to be included in all benefits: February 1, 2019**

For more information contact:

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at (585) 223-1330 or [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)



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## Vignette Sponsor

(Non Vendor)

Perfect for those who cannot attend the event!!

**\$550**

### Prior to the Event

Company name on pre-event publicity including:

- Company name with link to company website on Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 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."*

### Post Event

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

### Adoption Packet Event Special Add On (\$325)

Inclusion of 1,000 pieces of your company's promotional materials in Lollypop Farm adoption packets for new adopters. This is a \$650 value. Promotional item must be pre-approved by Tracy and cannot promote pet food.

**Deadline to be included in all benefits: February 1, 2019**

For more information contact:

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at (585) 223-1330 or [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)



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# Pooch Smooch Sponsor

(Limited to 1 company)

**\$1,000**

## Prior to the Event

Company name on pre-event publicity including:

- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 page views/month.
- Included on Telethon flyers that will be distributed throughout the community.
- Telethon-specific email blasts to 18,000 active email addresses.

## During Programming/Day of Event

- Exclusive sponsorship of the "Pooch Smooch" Kissing Booth
  - Pet Assisted Therapy animals give kisses for a \$1
  - Company-supplied banner displayed at the Kissing Booth.
- 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."* 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 one vignette that will be available on social media after the event.

**Deadline to be included in all benefits: February 1, 2019**

For more information contact:

**Tracy Dinan**, Manager of Corporate & Foundation Relations  
at (585) 223-1330 [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)



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## Food Sponsor

### Prior to the event

- Company name listed on Telethon 2019 webpage on Lollypop Farm website - website averages 289, 500 page views/month.

### Day of the event

- Company name mentioned on air by one of our hosts as one of our event's in-kind supporters.
- Company name included in a list displayed at the Lollypop Farm donation table to thank you for your donation and to let mall visitors see your support of Lollypop Farm's Telethon.
- Company name featured where your food/beverage is available to volunteers and staff highlighting your business' donation.

For more information contact:

**Amanda Glann**  
Special Events Manager  
(585) 223-1330 x143 or [aglann@lollypop.org](mailto:aglann@lollypop.org)

or

**Tracy Dinan**  
Manager of Corporate & Foundation Relations  
at (585) 223-1330 or [Tdinan@lollypop.org](mailto:Tdinan@lollypop.org)



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## **Radio Station Sponsor**

### **In-Kind Support**

#### **Prior to the Event**

Logo or name on pre-event publicity including, but not limited to, TV, print, and email blasts.

- TV commercials on 13WHAM-TV.
- *Compassion Unleashed Newsletter* - 30,800 circulation
- Telethon 2019 webpage on Lollypop Farm website - website averages 218,000 page views/month.
- Telethon-specific email blasts to 18,000 active email addresses.
- Inclusion on table tents at Eastview Mall.
- Inclusion on Telethon flyers that will be distributed throughout the community.
- Inclusion in Telethon print advertisements in local media outlets.
- Inclusion in Lollypop Farm's press releases distributed prior to the event.

#### **During Programming/Day of Event**

- **Two on-air main hosts for three hours to each present the Telethon with TV hosts and Lollypop Farm staff.**
- Up to four additional hosts to be on-air for up to three hours as assigned.
- Encouraged to mention company affiliation by on-air talent as "Telethon Sponsor" during the entire broadcast.
- Logo included in top of the hour program identifications (6 total).
- **Vendor booth/display at Eastview Mall to hand out samples, coupons, advertisements, etc.**

#### **Post Event**

- Inclusion in Lollypop Farm's post event press release distributed after the Telethon.

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