

Christmas is for kids



Broadcast: Friday, December 13, 2024

Waypoint and 95.7 WZID are partnering again for the *final* **Christmas is for Kids Radiothon**. This event has made the holidays and beyond, brighter for children throughout NH. We are so thankful to all business supporters and community members over the past 25 years. More than \$3.5 million has been raised and more than 60,000 children supported. Please consider becoming a major sponsor for our *final* **Christmas is for Kids**.



Presenting Sponsor

- Hourly mentions throughout campaign
- One prerecorded interview, up to 120 seconds, to air during broadcast.
- Ability to include a challenge or incentive to motivate additional donations
- Forty 30 or 60 second commercials on WZID to air 11/26-12/12 - to be used for the sponsors messaging
- Prominent logo and link on a special Christmas is for Kids landing page
- Inclusion in a minimum of 30 recorded promotional mentions - four sponsors per
- Name will be included in all 90 recorded promotionals that air 11/25- 12/10
- Inclusion in two email blasts to over 25,000 people

Investment: \$12,500

Hourly Sponsor

- Minimum of three mentions in designated hour
- One prerecorded interview up to 120 seconds.
- Ability to include a challenge or incentive during their hour to motivate donations
- Forty 30 or 60 second commercials on WZID to air 11/26-12/12 -for sponsor messaging
- Logo and link on a special Christmas is for Kids landing page
- Inclusion in a minimum of 30 recorded promotional mentions - four sponsors per; title will be included in all 90 recorded promotional that air 11/25- 12/10
- Inclusion in two email blasts

Investment: \$4,500

Spirit of the Season Sponsor

For gifts between \$1,500 and \$4,500, sponsors will receive on-air shout-outs, logo inclusion on event webpage, and acknowledgement on Waypoint social media channels.