

BRYAN BROADCASTING *Cares for Kids* RADIOTHON

BENEFITING



**Wednesday, February 19 – Thursday, February 20
6 AM to 6 PM**

Hourly Sponsorships

Candy 95, Willy 97.7, La Jefa 102.7, and Peace 107.7 are partnering with Ronald McDonald House Charities of Central Texas for the Annual Bryan Broadcasting Cares for Kids Radiothon. All funds raised during the event will support Brazos Valley families that rely on the Ronald McDonald Family Rooms, Healing Hearts program and Happy Wheels Carts in Bryan/College Station.

SPONSORSHIP OPPORTUNITIES

**Join us as an hourly sponsor and help keep families close
to the care their sick children need.**

Drive Time Hours: 6 am - 9 am, 12 pm, 5 pm to 6 pm
\$2,000 per hour | 10 one-hour sponsorships available

Non-Drive Time Hours: 9 am to 12 pm, 1 pm to 5 pm
\$1,000 per hour | 14 one-hour sponsorships available

RADIO RECOGNITION

- Multiple on-air mentions by Candy 95, Peace 107.7, La Jefa 102.7, and Willy 97.7 personalities throughout your sponsored hour
- On-air interview during your sponsored hour to share your support and promote your organization
- Your generosity will be leveraged to encourage matching donations

PRINT RECOGNITION

- Logo/name displayed on all Radiothon signage at live broadcasts

DIGITAL RECOGNITION

- Featured on three social media channels (Facebook & Instagram) during the 24-hour Radiothon

For more information contact Tanner Williams, Development Manager - Brazos Valley
979.485.5473 ext. 401 | twilliams@rmhc-ctx.org | 3000 Briarcrest Dr. Suite 209 | Bryan, Texas 77802