

WIBC RADIOTHON

FOR THE SALVATION ARMY BED AND BREAD CLUB®

FRIDAY, DECEMBER 2 – SATURDAY, DECEMBER 3
2016

SPONSORSHIP OPPORTUNITIES

The Salvation Army and WIBC have been hitting the airwaves together since 1994 broadcasting live the WIBC* Radiothon for The Salvation Army Bed and Bread Club. This year marks the 22nd annual two-day, 36-hour, on-air fundraising campaign benefiting those in need throughout central Indiana.

All funds raised benefit The Salvation Army Bed and Bread Club.

The Salvation Army Bed & Bread Club provides:

- Food and shelter for the hungry and homeless;
- Programing for at-risk youth desperate for direction and companionship;
- Intentional programming and fellowship opportunities for older adults;
- Rehabilitation treatment;
- Counseling and safe shelter for victims of domestic violence;
- Summer camp at local Corps Community Centers and Hidden Falls Camp in Bedford;
- Among many, many more programs and services.

To date, corporate partners, loyal Salvation Army supporters and WIBC listeners have helped raise more than **\$2,640,000**. Last year we broke our fundraising record by raising more than \$270,000. **Our goal for 2016.... let's do it again!**

OPPORTUNITIES FOR INVOLVEMENT

Sponsorship
Meal donor
Listener prize donor
Volunteer

**Per Nielsen Audio rankings, WIBC is the number one talk/news station in central Indiana*



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TONY KATZ AND THE MORNING NEWS

Friday, December 2

9:00 a.m.

\$5,000/ hour sponsor

**Average listening audience is between 8,200- 14,000*

**The Nielsen Audio audience rankings for 6 to 10 a.m. among Indianapolis radio listeners in the third quarter of 2015 (July through September) ranked Tony Katz and Morning News number one among listeners age six and older.*

THE GARRISON SHOW

Friday, December 2

11:00 a.m. – 1:00 p.m.

\$2,500/ hour sponsor

**Average listening audience is between 8,100- 11,700*

JERSEY JOHNNY

Saturday, December 3

12 Midnight – 6:00 a.m.

\$1,000/ hour sponsor



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\$5,000/ HOUR SPONSOR

- Multiple mentions per sponsored hour
- At least two live on-air interviews with sponsored hour hosts (*may be pre-corded*)
- Logo recognition in our winter 2017 *Inside Indiana* newsletter (26,000+ households)
- Sponsorship mention in Radiothon promotional announcements aired during Red Shield Radio from late October through December 4
- Logo recognition in our 2016-2017 annual report (2,500+ community leaders and area philanthropists)
- Logo prominently placed on www.SalvationArmyIndiana.org/WIBC-Radiothon, our Salvation Army Facebooks page and www.wibc.com/blogs/radiothon
- Twitter mentions leading up to and throughout Radiothon (2,900+ followers)
- Invitation to be a special guest on The Salvation Army's radio show, *Red Shield Radio*, heard every Sunday morning on 93.1 WIBC, B 105.7 and 97.1 Hank FM



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