

45
years



— 2024 —

**LIGHT THE
HOUSES
RADIOTHON**



Ronald McDonald House of Denver

has partnered with Denver's holiday station, KOSI 101.1 once again for a live full-day broadcast, the Light The Houses Radiothon. In 2023 this event raised \$253,987 in vital funds to keep families together when their children experience a medical crisis. Align your company with this heartwarming 12 hour broadcast by becoming a sponsor, and put a spotlight on your community giving this holiday season.

When:

Thursday, December 5, 6AM - 6PM

Where:

Denver Ronald McDonald House Lobby

Ronald McDonald House Charities Event Promotion:

- ◆ 3x dedicated newsletter inclusions sent to over 21,000 subscribers
- ◆ 2x mentions in monthly newsletters sent to over 21,000 subscribers
- ◆ Online event listing with an average of 1.7K users/month
- ◆ A minimum of 10 social media posts with an audience of 6k followers
- ◆ Signs on-site at Ronald McDonald House

KOSI 101.1 Event Promotion:

- ◆ A minimum of 125 spots broadcast on KOSI 101.1 to an audience of 595,400 listeners
- ◆ 60 live mentions during the 12 hour live broadcast
- ◆ Inclusion in the online event calendar with an average of 94,000 users per month
- ◆ 4 posts on Facebook and Instagram reaching 2.3 million people per month

Audience numbers provided by Bonneville



Gifts may qualify for the Child Care Contribution Tax Credit, a 50% credit on Colorado State taxes.



Presenting Sponsor: \$25,000

**SOLD
OUT!**

Brand Recognition in All Event Promotion “Presented by Your Company” billing:

- ◆ Inclusion in 3x dedicated newsletters
- ◆ Inclusion in 2x monthly newsletters
- ◆ Inclusion in online event listing
- ◆ Tag in 10 social media posts
- ◆ Signs on-site at Ronald McDonald House Charities

On-Air:

- ◆ On-air interview with company executive during Radiothon
- ◆ Inclusion in 125 dedicated promos on KOSI 101.1
- ◆ Inclusion in 60 live mentions during Radiothon

On-Site Event Marketing:

- ◆ Company logo on on-site signage at Radiothon, included in social media posting and post-event communication across newsletters and on website

Company Volunteer Opportunity:

- ◆ 6 phone bank volunteers for one shift during Radiothon



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'Powered By' Sponsor: \$15,000

Brand Recognition in All Event Promotion "Powered by Your Company" billing:

- ◆ Inclusion in 3x dedicated newsletters
- ◆ Inclusion in 2x monthly newsletters
- ◆ Inclusion in online event listing
- ◆ Tag in 10 social media posts
- ◆ Signs on-site at Ronald McDonald House Charities

On-Air:

- ◆ On-air interview with company executive during Radiothon
- ◆ Inclusion in 45 dedicated promos on KOSI 101.1
- ◆ Inclusion in 15 live mentions during Radiothon

On-Site Event Marketing:

- ◆ Company logo on on-site signage at Radiothon, included in social media posting and post-event communication across newsletters and on website

Company Volunteer Opportunity:

- ◆ 6 phone bank volunteers for one shift during Radiothon



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Corporate Sponsor: \$10,000

Brand Recognition:

- ◆ Inclusion in 3x dedicated newsletters
- ◆ Inclusion in 2x monthly newsletters
- ◆ Inclusion in online event listing
- ◆ Tag in 10 social media posts
- ◆ Signs on-site at Ronald McDonald House Charities

On-Air:

- ◆ On-air interview with company executive during Radiothon
- ◆ Inclusion in 25 dedicated promos on KOSI 101.1
- ◆ Inclusion in 5 live mentions during Radiothon

On-Site Event Marketing:

- ◆ Company logo on on-site signage at Radiothon, included in social media posting and post-event communication across newsletters and on website

Company Volunteer Opportunity:

- ◆ 6 phone bank volunteers for one shift during Radiothon



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Matching Gift Sponsor: \$5,000

Brand Recognition:

- ◆ Inclusion in 2x dedicated newsletters
- ◆ Inclusion in online event listing

On-Air:

- ◆ 4 on-air announcements of matching gift during one hour of Radiothon

On-Site Event Marketing:

- ◆ Company recognition on-site on event day



Light The Houses Radiothon
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Light The House Sponsor: \$2,500

Brand Recognition:

- ◆ Inclusion in 2x dedicated newsletters
- ◆ Inclusion in online event listing

On-Air:

- ◆ Gift announcement on-air

Helping Hand: \$1,000

Brand Recognition:

- ◆ Announcement of gift on-air during special 'Helping Hand' hour



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2023 Radiothon Event Images



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Questions? Contact Jonna Busack:
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