

# THE ROAD HOME'S 2023 HOLIDAY MEDIATHON DETAILS



**DATES: December 20th & 21st 2023 - Midvale Family Resource Center**

## **MEDIA PARTNERS:**

Radio stations from Broadway Media, Bonneville International, and more as well as a possible TV station.

## **WHY:**

Holiday Mediathon is the perfect opportunity to come together as a community and help people step out of homelessness. During some of the coldest days of the year, every dollar contributed goes directly to programs and services offered by The Road Home that help people experiencing homelessness. With nearly 8,000 people served this past year alone, you can help be part of the difference.

## **WHAT:**

Over the two days of the event, approximately 15 radio and media stations encourage listeners to donate in-kind and monetary donations, with each dollar donated matched one-for-one by generous sponsors.

We are in need of sponsors to help provide a dollar-for-dollar match for listeners who donate to The Road Home. By being able to announce your match on-air, it inspires others in the community to donate funds to support programs and services to help people move home!

## **MARKETING OPPORTUNITIES FOR YOU:**

- Ability to reach over 1.6 million station listeners
- Have your match announced on radio stations
- Through The Road Home's marketing channels:
  - Reach over 16,000 social media followers via Facebook, Twitter, Instagram, and LinkedIn
  - Recognized in digital communications such as eblasts to more than 14,000 people
- Possible opportunities\*
  - Company logo on The Road Home's social media platforms
  - Representative to speak on air with radio stations
  - Included in the press release
  - Included in promotional marketing materials
  - Representative to appear on TV

\*opportunities vary by sponsorship level, please see next page for details

## **QUESTIONS:**

If you have any questions please reach out to Kat Kahn, Director of Development, at [kkahn@theroadhome.org](mailto:kkahn@theroadhome.org) or 801-819-7291

# 2023 HOLIDAY MEDIATHON SPONSORSHIP OPPORTUNITIES



<b>BRONZE</b> \$1,000 Your Sponsorship Includes the Following:	<b>SILVER</b> \$3,000 Your Sponsorship Includes the Following:	<b>GOLD</b> \$5,000 Your Sponsorship Includes the Following:	<b>PLATINUM</b> \$10,000 Your Sponsorship Includes the Following:	<b>PRESENTING</b> \$30,000 Your Sponsorship Includes the Following:
Match Announced on all Radio Stations	Match Announced on all Radio Stations	Match Announced on all Radio Stations	Match Announced on All Radio Stations	Match Announced on all Radio Stations
Company Name on all Marketing Materials	Company Name on all Marketing Materials	Company Logo and Name on all Marketing Materials	Company Logo, Name, and Link on all Marketing Materials	Company Logo, Name, and Link on all Marketing Materials
		Representative to speak on air with radio stations	Representative to speak on air with radio stations	Representative to speak on air with radio stations
			Corporate Name Included on Press Release	Corporate Name Included on Press Release
				Representative to Appear live with our TV Sponsors

# 2023 HOLIDAY MEDIATHON SPONSOR COMMITMENT FORM



COMPANY NAME:

CONTACT NAME:

PHONE NUMBER:

EMAIL:

MAILING ADDRESS:

CITY/STATE/ZIP:

NAME FOR THANK  
YOU LETTER:

## SPONSORSHIP LEVEL

Please tick one

**Bronze**

**Silver**

**Gold**

**Platinum**

**Presenting**

\$1,000

\$3,000

\$5,000

\$10,000

\$30,000

If you are interested in your employees volunteering for The Road Home, please reach out to our Volunteer Coordinators at [volunteer@theroadhome.org](mailto:volunteer@theroadhome.org) for current opportunities.

## PAYMENT INFORMATION

Payment Enclosed \_\_\_\_\_ Will Send Payment By \_\_\_\_\_ Already Paid \_\_\_\_\_

**Please make checks out to**

**The Road Home to:**

The Road Home  
Attn: Development  
1415 S. Main Street  
Salt Lake City, UT 84115

**To pay online please visit:**

[www.theroadhome.org/donate](http://www.theroadhome.org/donate)  
Under "What inspired your donation?" please put  
**2023 Holiday Mediathon Sponsorship.**

**This information is very important in planning our event. Please email this form to:**

**Kat Kahn, Director of Development, [kkahn@theroadhome.org](mailto:kkahn@theroadhome.org)**

**or you can mail it with your payment to:**

**The Road Home, 1415 S. Main Street, Salt Lake City, UT 84115**