

THE ROAD HOME'S 2025 HOLIDAY MEDIATHON DETAILS

Date: 18th & 19th, December 2025



EVENT OVERVIEW

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 7,300 people served last year alone, you can help be part of the difference.

During the two days of the event, over ten 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!

MEDIA PARTNERS

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

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* (opportunities vary by sponsorship level)
 - 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

QUESTIONS

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

2025 HOLIDAY MEDIATHON SPONSORSHIP OPPORTUNITIES



BRONZE

\$1,000

Your Sponsorship
Includes the Following:

Match Announced
on all Radio Stations

Company Name on all
Marketing Materials

SILVER

\$3,000

Your Sponsorship
Includes the Following:

Match Announced
on all Radio Stations

Company Name on all
Marketing Materials

Representative to
speak on air with radio
stations

GOLD

\$5,000

Your Sponsorship
Includes the Following:

Match Announced
on all Radio Stations

Company Logo and
Name on all Marketing
Materials

Representative to
speak on air with radio
stations

Volunteer Spot for
Company's Team

PLATINUM

\$10,000

Your Sponsorship
Includes the Following:

Match Announced
on all Radio Stations

Company Logo,
Name, and Link on all
Marketing Materials

Representative to
speak on air with radio
stations

Corporate Name
Included on Press
Release

PRESENTING

\$30,000

Your Sponsorship
Includes the Following:

Match Announced
on all Radio Stations

Company Logo,
Name, and Link on all
Marketing Materials

Representative to
speak on air with radio
stations

Corporate Name
Included on Press
Release

Representative to
Appear live with our TV
Sponsors

2025 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 circle 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 for current opportunities.

PAYMENT INFORMATION

Payment Enclosed _____ Will Send Payment By _____ Already Paid _____

Please make checks out to:

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

To pay online please visit:

www.theroadhome.org/donate
Under "What inspired your donation?" please put
2025 Holiday Mediathon Sponsorship.

**This information is very important in planning our event. Please email this form to:
Liam McMullin, Development Specialist, lmcmullin@theroadhome.org**

OR you can mail it with your payment to:

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