



RADIOTHON

SPONSORSHIP OPPORTUNITIES

THURSDAY, JUNE 20, 2024

CAMP TWIN LAKES ANNUAL RADIOTHON

For over 25 years, **680 The Fan** has been Atlanta's first and biggest sports talk station! With over 158 years of Atlanta Sports Radio experience in its starting lineup, 680 The Fan is the preeminent sports station in the Southeast.

680 The Fan dedicates one day each summer to raising money for Camp Twin Lakes' Camper Scholarship Program. This year on **Thursday, June 20, 2024** from 6:00AM until 7:00PM, the 680 The Fan team will broadcast their typical sports coverage LIVE from Camp, sprinkling in camper and parent interviews, donation incentives, and inspiring and uplifting stories. We are excited to be able to host our Radiothon event at our newly opened **Rutledge-West Campus** for the second year in a row!

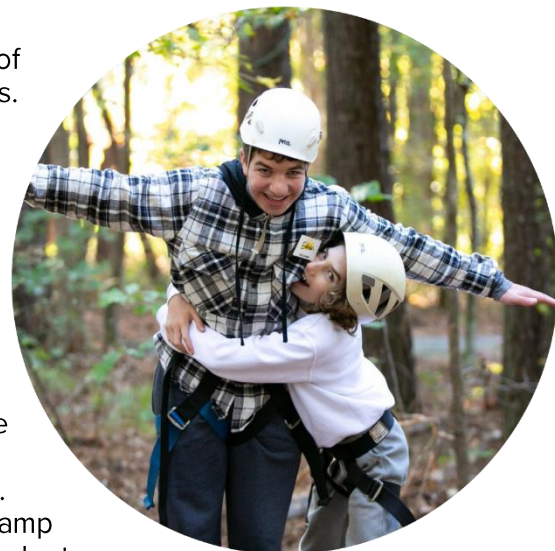
ABOUT CAMP TWIN LAKES

Your support of Camp Twin Lakes' Radiothon profoundly impacts the lives of children and families facing disabilities, serious illnesses, and life challenges.

Thanks to the generosity of our community, Camp Twin Lakes serves 10,000 children, teens, and family members annually through our innovative recreational, therapeutic, and educational camp programs. We engage campers at three cutting-edge, fully-accessible campuses in Rutledge and Winder, Georgia.

Our programs have one purpose: to ensure that under-served populations have quality youth development experiences each year with their peers who face similar illnesses, disabilities, or challenges. We provide all our campers with a full range of traditional camp activities, innovative nature programming, and intentional healthcare engagement opportunities. The functional, emotional, and life skills these children and teens learn at Camp carry into their everyday lives, keeping them as active, healthy, and independent as possible.

Your sponsorship directly impacts our Camper Scholarship Program. This program subsidizes \$550 of the cost for each camper to enjoy an entire week of unforgettable Camp experiences. Your support of Radiothon will help us provide scholarships to more campers as we grow to serve 13,500 campers across our three campuses.



THANK YOU SO MUCH FOR PROVIDING A PLACE FOR US TO SAFELY COME TOGETHER, SHARE OUR FEELINGS, AND FEEL SUPPORTED IN A COMMUNITY. WE CAN'T GIVE ENOUGH GRATITUDE TO PEOPLE LIKE YOU, WHO FIND IT IN THEIR HEARTS TO DO THIS FOR US! -JULIYNNE, FORMER CAMPER AND COUNSELOR

Please contact David Stokes at
david@camptwinlakes.org to discuss sponsorship

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PRESENTING SPONSOR - \$10,000

Scholarship 20 Campers at Camp by becoming a Presenting Sponsor

As a Camp Twin Lakes Radiothon Presenting Sponsor, gain maximum media benefits through multi-media exposure including on-air, social media, press release and eblasts, and greater audience reach. Increase customer loyalty as a company dedicated to helping children at a well-known and established organization and solidify your social responsibility imprint. Benefits include:

- At least 36 company mentions over 12 hours, 3x an hour, as the Presenting Sponsors by 680 The Fans' most popular hosts
- 680 The Fan, Camp Twin Lakes Radiothon's "Presented by [Company Name]" in all verbal & written communication about the event
- On air and livestream mentions as the Presenting Sponsor
- Opportunity for a live interview with a representative from your organization on air during Radiothon
- Promotion as the Presenting Sponsor in all press releases and email newsletters - received by Camp Twin Lakes donors (12,000) AND 680 The Fan Listeners (20,000)
- Name and logo inclusion on Camp Twin Lakes and 680 The Fan social media posts before, during and after event (audience of over 46,000)
- Opportunity for In-store promotion mentions on air, if applicable
- Preferred Logo/hyperlink placement on Camp Twin Lakes & 680 the Fan website
- Opportunities for company employees to volunteer for the Radiothon Phone Bank for one of our available shifts



PRIME TIME SPONSOR - \$5,000 (3 available)

Sponsor an entire cabin at Camp for one full week

A Prime-Time Sponsor will receive mentions for a predetermined hour during high volume drive times in the morning or afternoon ensuring peak listenership. Prime Time Hours include: 7-8 AM, 12-1 PM, and 5-6 PM.

Benefits include:

- One Hour predetermined dedicated sponsorship that will include 4 dedicated 10-second ads within the hour
- Social media posts on Camp Twin Lakes and 680 the Fan during dedicated hour (audience of >46,000)
- Logo/hyperlink on Camp Twin Lakes website
- Logo placement on 680 The Fan's website and eblasts
- Opportunity to provide 5 or more volunteers for the event.

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POWER HOUR SPONSOR - \$2,500

Sponsor 5 campers to attend Camp for one full week

Power Hour Sponsors will help inspire generosity from listeners throughout the event even outside of peak drive time hours while being recognized as a champion of our mission. This sponsorship will be leveraged as a challenge gift to encourage listeners to match your contribution with their own donations over the course of an hour between 8 AM-Noon and 1-5 PM. When matched by caller donations, this sponsorship will provide a week of programs for an entire cabin of campers. Benefits include:

- One Hour predetermined dedicated sponsorship with regular on-air mentions within the hour
- Social media posts on Camp Twin Lakes and 680 the Fan during dedicated hour (audience of >46,000)
- Logo/hyperlink on Camp Twin Lakes website
- Logo placement on 680 The Fan's website and eblasts

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