



# RADIOTHON

JULY 17, 2025 | HOSTED BY 680 THE FAN | LIVE @ CAMP

## Camp Twin Lakes Annual Radiothon

**680 The Fan** dedicates one day each summer to raising money for Camp Twin Lakes' camper scholarship program. This year on **Thursday, July 17, 2025**, 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. This year, we are excited to return to our original Rutledge East campus to host our event!



## 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** and will help us provide scholarships to even more campers as we grow to serve **13,500 campers** across our three campuses.



**To discuss sponsorship opportunities,  
please contact David Stokes:  
[david@camptwinlakes.org](mailto:david@camptwinlakes.org)**



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## PRESENTING SPONSOR - \$10,000

*Sponsor an entire cabin at Camp for one full week*

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 MATCHING SPONSOR - \$5,000 (3 available)

*Sponsor 5 campers to attend 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:

- Inspire listeners to make donations by leveraging your sponsorship as a match opportunity
- 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.

## POWER HOUR MATCHING SPONSOR - \$2,500

*Sponsor a week of program supplies for 5 campers*

**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.

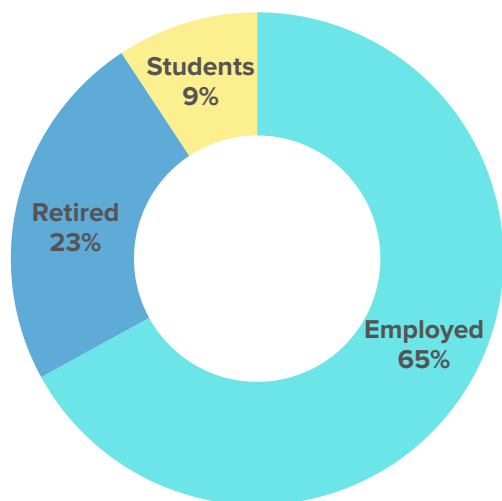
### Benefits include:

- Inspire listeners to make donations by leveraging your sponsorship as a match opportunity
- 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

## HELP CHILDREN IN NEED AND PROMOTE YOUR BUSINESS TO PROSPECTIVE CUSTOMERS

By **becoming a sponsor** of Camp Twin Lakes' annual Radiothon on **680 The Fan**, you will have the opportunity to reach new potential customers while supporting Camp's important mission. 680 The Fan is Atlanta's leading sports talk radio station attracting **499,774 listeners monthly**, the majority of which fall into the **age 35-64 demographic** (according to Nielsen). Their listenership represents **an affluent hard-to-reach audience**.

### Financial Demographics



- **65%** Employed, **23%** Retired, **9%** Students
- **72%** HHI **over \$100,000**
- **78%** Home Ownership

### Business Demographics

- **26% more likely** to be a Board Member or Company Owner
- **35% more likely** to be a financial decision maker
- **54% more likely** to travel for business

Sponsoring Camp Twin Lakes' Radiothon is truly a "win-win" partnership for you and thousands of children in need.

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