



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 & learn more,
please contact Katie Miller:
katie@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.

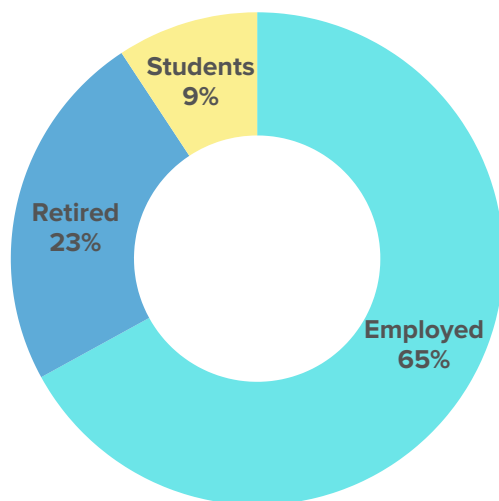
Benefits include:

- 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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