

28th Annual Sparrow Children's Center Telethon

June 3-4 2016



PRESENTING SPONSORSHIP (Exclusive)

\$20,000+

- » Logo as Presenting Sponsor on all radio, television and print advertising
- » Referenced in public relations activities as Presenting Sponsor
- » Recognition at the top of each hour of the television broadcasts by emcees
- » Logo and link on television station website promoting the Telethon
- » Opportunity to guest host one hour of the Telethon
- » Opportunity to staff phone banks, participate in live check presentation and an on-air interview during television broadcast
- » Logo and company name run hourly during the televised crawl
- » Special back stage access during the entire broadcast
- » Private VIP tour of Sparrow Hospital for 10 guests
- » Right of first acceptance for next year's event
- » Industry exclusivity on event, if desired

CLUB WALL SPONSOR (Exclusive)

\$15,000

- » Exclusive donor club wall naming rights during television broadcast: i.e. "(Company Name Here) Club Wall"
- » Logo and link from television station website promoting the Telethon
- » Opportunity to staff phone banks, participate in live check presentation and an on-air interview during television broadcast
- » Special access to backstage during the entire broadcast
- » Private VIP tour of Sparrow Hospital for eight guests

TOTE BOARD SPONSOR (Exclusive)

\$10,000

- » Exclusive tote board naming rights during television broadcast, i.e. "(Company Name Here) Tote Board"
- » Logo on signage near tote board on the television broadcast set
- » Logo and link on television station website promoting the Telethon
- » Opportunity to staff phone banks, participate in live check presentation and an on-air interview during television broadcast
- » Special access to backstage during the entire broadcast
- » Private VIP tour of Sparrow Hospital for six guests

PHONE BANK SPONSOR (Exclusive)

\$10,000

- » Exclusive "(Your Name Here) Phone Bank" naming rights during television broadcast
- » Logo and link from television station websites promoting the Telethon
- » Opportunity to staff phone banks and participate in an on-air interview during television broadcast
- » Special access to backstage during the entire broadcast
- » Private VIP tour of Sparrow Hospital for six guests

This year marks the 28th year that the Sparrow Children's Center—a Children's Miracle Network Hospital—will host this premier fundraising event. Watch as children and families share inspiring stories of the exceptional care, treatment and technology offered by Sparrow Children's Center.

For more information on this event, contact the Sparrow Foundation at 517.364.3620.



Garrett McGowan
Children's Miracle Network
2015 Miracle Child



**PRODUCTION SPONSOR****\$7,500**

- » Recognition as Production Sponsor during the broadcast
- » Name and link on television station website promoting the Telethon
- » Logo on set signage, visible during broadcast
- » Opportunity to staff phone banks, participate in a live check presentation and/or an on-air interview during Telethon
- » Opportunity to network at sponsorship reception/green room during your hour of the telecast hosted by hospital VIPs
- » Special access backstage during the entire broadcast
- » Private VIP tour of Sparrow Hospital for four guests

MIRACLE MAKER SPONSOR**\$5,000**

- » Logo and link from television station websites promoting the Telethon
- » Opportunity to staff phone banks and participate in live check presentation during television broadcast
- » Opportunity to network backstage during your hour of the telecast hosted by hospital VIPs
- » Private VIP tour of Sparrow Hospital for four guests

INSPIRATION SPONSOR**\$2,500**

- » Exclusive “This hour sponsored by ... ” to air during your hour
- » Logo on set signage, visible during broadcast
- » Opportunity to staff phone banks during your hour of the Telethon
- » Opportunity to network backstage during your hour of the telecast hosted by hospital VIPs
- » Opportunity to provide incentive/matching offer during your sponsored hour
- » Private VIP tour of Sparrow Hospital for four guests

WISH GRANTER**\$1,000**

- » Recognition during the Telethon
- » Opportunity to staff phone banks during TV broadcast
- » Recognition on event signage

