

Sponsorship Opportunities

we want you to be a part of this day!

ATB Financial™
presents

have a HEART



 NORTHERN LIGHTS
Health Foundation

radiothon



Join us on

Tuesday February 21, 2012

Northern Lights Health Foundation
7 Hospital Street
Fort McMurray, AB T9H 1P2
T: 780.791.6041 F: 780.791.6241
www.nlhf.ca

Dear valued supporter,

The Northern Lights Health Foundation is pleased to offer sponsorship opportunities for the 2012 Have a Heart Radiothon, presented by ATB Financial. Your generous gift will translate to better patient experiences, higher quality health services, and our ability to meet the growing needs of the people and community we serve.

During the 2011 Have a Heart Radiothon, we were able to raise a remarkable \$100,000 towards local health care needs. The funds raised were used to purchase video gastroscopes used in Ambulatory Care. Since the purchase of this particular piece of equipment, health care professionals have been able to provide greater patient care and comfort. With the older scopes, patients required sedation and the procedure could not take place unless the patient had someone who could provide transportation home. With help from our supporters we now use this diagnostic tool on patients, who no longer have to experience the discomfort of sedation.

As this year's Have-a-Heart Radiothon approaches, we would be pleased to have your organization join the Northern Lights Health Foundation as a supporter. This year's Radiothon promises to be as exciting and successful as ever and we are looking forward to sharing the day you.

With kind regards,

Margaret Ziolecki , Director of Community Relations, Northern Lights Health Foundation

Event Description

The Northern Lights Health Foundation (NLHF) Radiothon will take to the airwaves on Tuesday, February 21 for the 3rd Annual Have-a-Radiothon, in support of the Wood Buffalo -Public Health Baby Friendly Initiative and local health care.

The NLHF Radiothon provides a unique opportunity to potential sponsors, by having all 5 local radio stations work collaboratively for 13 hours to raise awareness and funds for one important cause - the continuous improvement of local health care.

During the day of the event, the airwaves are filled with inspiring stories from patients who have experienced excellent local health care firsthand. Everyone tuning in is encouraged to make a donation, monthly pledge or business-to-business challenge. The Northern Lights Regional Health Centre is a buzz of activity with the phone bank taking calls, a drive thru donation station, as well as special guests throughout.

The partnership between the NLHF and local radio stations creates community wide awareness around the critical health needs in our region. All five local radio stations alter their production schedule to accommodate as much on location broadcasting as possible, providing sponsors with a unique opportunity for maximum exposure.

Our Mission

In close partnership with Alberta Health Services, our donors, volunteers and stakeholders, the NLHF raises and allocates funds to enhance quality health and wellness services for all residents in the Regional Municipality of Wood Buffalo.

Our Vision

Improve health care in the region through effective programs, services, facilities, equipment and health care professionals.

Sponsorship Opportunities

Presenting Sponsor

Exclusive

Value: \$30,000

Details

- ATB Financial will be recognized as the presenting sponsor for the event
- Company name and logo will be recognized on all event materials
- NLHF plaque recognizing ATB Financials partnership and commitment to local health care
- Volunteer opportunities on the day of the Radiothon for ATB Financial employees
- Radiothon branded hearts to provide to those who make a donation at the branch
- Company will receive a speaking opportunity (aired on day of event)
- Company will be quoted and mentioned in press releases
- Company name and logo will be on event website and all thank you's.
- Company will receive a minimum of 260 on air name mentions (pre-recorded). Personalized by ATB Financial
- Company will receive special mention in the NLHF community report and newsletter.
- Company name and logo will be recognized through social media and on the NLHF digital exterior sign.
- Company name and logo on the NLHF 'Wall of Gratitude'
- Event logo will appear on all broadcasting stations websites.
- First right of refusal for presenting sponsorship for 2013
- Radiothon information bulletin submitted to ATB Financials Community Investment report
- ATB Financial speaking opportunity during pre-event tour with radio stations
- Speaking opportunity with Alberta Health Services during Fort McMurray Matters (pre-advertising)

Phone Bank Sponsor

Exclusive

Value: \$10,000

Details

- Sole sponsorship of the Phone Bank
- Company name will be reflected in the title of the Phone Bank
- Will receive a minimum of 130 on air mentions (pre-recorded) and a live interview
- Name will be on all phone bank signage
- Name or logo will be recognized on event website
- Name will be recognized through social media
- Name will be recognized on the NLHF LED sign
- Company name will be recognized on our 'Wall of Gratitude'
- Logo and URL on all broadcasting stations websites

Drive Thru Sponsor

Exclusive

Value: \$10,000

Details

- Sole sponsorship of the drive thru
- Name will be reflected in title of drive thru
- Will receive a minimum of 130 on air mentions (pre-recorded) and an interview
- Name or logo will be appear on event website and in all thank you's
- Name will be recognized through social media and on the NLHF LED sign
- Company name on the NLHF 'Wall of Gratitude'
- Logo and URL will appear on all broadcasting stations websites

Hourly Matching Sponsor

3 available

Value: \$5,000

Details

- Company will commit to match all donations during a primetime 1 hr period (up to \$5,000)
- Will receive a minimum of 30 on air mentions (pre-recorded)
- Will receive a live interview during prime time
- Name or logo will be on event website and on our LED sign
- Will be recognized through social media
- Will be recognized in all thank you's
- Company name will be on our 'Wall of Gratitude'
- Name will appear on all broadcasting stations websites

VIP Parking

1 available

Value: \$5,000

Details

- Company name and logo will appear on five premier parking stalls at the Northern Lights Regional Health Centre, reserved for drop-in donations
- Company name on all broadcasting stations website
- Will be recognized through social media
- Name or logo will be on event website and on our LED sign will be recognized in all thank you's

Sponsorship Opportunities

Volunteer Sponsor

1 available

Value: \$5,000

Details

- Company name and logo will appear on volunteer t-shirts
- Company name on all broadcasting stations website
- Will be recognized through social media
- Company name or logo will be on event website and on our LED sign
- Company will be recognized in all thank you's

Prime Time Sponsor

6 available

Value: \$3,000

Details

- Company will receive 20 on air mentions (pre-recorded) during prime time
- Name or logo will be on event website and on LED sign
- Name will be recognized through social media
- Name or logo recognized in all thank you's
- Name will appear on all broadcasting stations websites

Hourly Sponsor



4 available

Value: \$2,000

Details

- Company will receive a minimum of 20 on air mentions (pre-recorded)
- Name or logo will be on event website and our LED sign
- Name will be recognized through social media
- Name or logo will be recognized in all thank you's
- Name will appear on all broadcasting stations websites

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Sponsorship Opportunities

Sponsorship agreement

YES! Our company wants to sponsor Radiothon...

hourly
\$2,000

volunteer
\$ 5,000

hourly matching
\$5,000

phone bank
\$10,000

prime time
\$3,000

VIP parking
\$ 5,000

drive thru
\$10,000

sold
presenting
\$30,000

DONATION AGREEMENT

Our company is unable to sponsor, but would like to donate \$ _____

Company Name _____ Contact Name & Title _____

Address _____ City _____ Province _____

Postal Code _____ Phone _____ Fax _____

PAYMENT METHOD

Cheque to follow (Please make payable to Northern Lights Health Foundation)

Please invoice me at the company name and address above

VISA Mastercard

Name on card _____

Card number _____

Expiry date _____

Signature _____

By signing below, I agree to sponsor/donate to the 2012 Radiothon at the level and amount as indicated

Signature _____ Date _____

tune in: TUESDAY, FEBRUARY 21, 2012
6:00 a.m. — 7:00 p.m.

