



12TH ANNUAL RADIOTHON

BENEFITTING:



PALMER HOME
FOR CHILDREN

PRESENTED BY:



JULY 11, 2024



2024 SPONSORSHIP PROPOSAL

ABOUT PALMER HOME

Since 1895, the mission of Palmer Home has been to provide superior care for children while introducing the love of God through service to each individual child.

Over the years, these children were introduced to the love of God and the support of a family. Each child at Palmer Home becomes part of a family; whether they live on our campus with houseparents or with a foster family, Palmer Home is an environment where children heal, grow and thrive.

ABOUT RADIOTHON

In 2013 SuperTalk Mississippi declared Palmer Home for Children the network's charity of choice and established an annual benefit to support basic operational needs of the organization. The annual 12-hour Radiothon is broadcast live from Palmer Home for Children's campus in Hernando, MS. All four major talk shows, The Gallo Radio Show, Middays with Gerard, Good Things with Rebecca Turner and SportsTalk Mississippi, showcase the positive impact Palmer Home is making on the children in its care.

Listeners statewide hear directly from children, alumni, staff, and supporters of Palmer Home. Radio guests share the organization's history, mission, and personal testimonies on how the ministry has changed their lives.

BRAND REACH



Radio: 12 FM Stations covering Mississippi, reaching 82 countries
TV: SuperTalk TV - an HD video stream of online programming
Facebook: 43,000
Twitter: 22,800



Day of Radiothon Analytics:

Website: 838 Page Views
Social Media Impressions: 38,339

RADIOTHON FINANCIAL RESULTS

FY14: \$73,160 (Sponsorship: \$10,000 Public Support Total: \$63,160)
FY15: \$122,060 (Sponsorship/Matching Gift Total: \$30,000 Public Support Total: \$92,060)
FY16: \$128,796 (Sponsorship/Matching Gift Total: \$35,000 Public Support Total: \$93,796)
FY17: \$237,512 (Sponsorship/Matching Gift Total: \$130,000 Public Support Total: \$107,512)
FY18: \$247,674 (Sponsorship/Matching Gift Total: \$95,000 Public Support Total: \$142,674)
FY19: \$328,159 (Sponsorship/Matching Gift Total: \$62,000 Public Support Total: \$265,559)
FY20: \$297,846 (Sponsorship/Matching Gift Total: \$78,383 Public Support Total: \$219,463)
FY21: \$294,837 (Sponsorship/Matching Gift Total: \$87,500 Public Support Total: \$207,337)
FY22: \$334,563 (Sponsorship/Matching Gift Total: \$104,000 Public Support Total: \$230,563)
FY23: \$344,853 (Sponsorship/Matching Gift Total: \$137,500 Public Support Total: \$207,353)
FY24: \$367,558 (Sponsorship/Matching Gift Total: \$197,000 Public Support Total: \$170,558)

2024 MATCHING SPONSORSHIP

DETAILS:

Double your donation and positive impact for children in need by becoming a Matching Radiothon Sponsor. This win-win opportunity not only allows you to promote your brand across the state of Mississippi and to over 90k social media followers, but can also inspire them to give to meet your matching gift. In order to receive the cause marketing benefits listed below, Matching gifts can be given at a minimum of \$5,000 and you set the maximum. Donations are tax deductible according to IRS standards.

Proposed, but not limited to, promotional opportunities:

- Social media promotion leading up to and during Radiothon (Palmer Home and SuperTalk websites, Facebook and Twitter).
- Representative to interview live, remotely or pre-recorded for during the Radiothon to share about your organization and your matching sponsorship challenge.
- Check presentation with company representatives and Palmer Home leadership highlighting final gift amount.



CAMPUS
CARE



FOSTER
CARE



FAMILY
CARE



TRANSITIONAL
CARE

Thank you for your kind consideration! Please share your commitment prior to June 15th so that interviews can be scheduled accordingly. For questions, please contact development@palmerhome.org.

Palmer Home's fiscal year begins July 1, 2024. Please wait to submit payment after that date.