



Jingle in July is an all-day radiothon on 103.9 The Fox to benefit the Old Newsboys of Flint. This year's event will happen on Wednesday, July 24th, 2019 for twelve straight hours from 7:00am to 7:00pm, and your business can be part of this wonderful community event.

Each hour of **Jingle in July** is available for sponsorship for a \$1,000 donation to the Old Newsboys of Flint. Other sponsorships are also available. (see back). During your sponsored hour, you or representatives of your choosing can come in to the broadcast studio as we solicit donations from our listeners. You will have the opportunity to talk on the air for up to 5 minutes for three segments. You will get additional mentions during the hour when the Fox DJs talk between songs during your sponsored hour.

During your sponsored hour, you can talk about your business, product or service, or you can talk about the Old Newsboys and your relationship with them, or a combination of the two. Don't feel obligated to talk on the air. You can give information to the Fox DJs, and they can share your message. You can also sponsor an hour for only name mentions throughout the hour, or you can sponsor an hour as a silent donor with no on-air recognition if you so choose. How much or little you want to be on the air during your hour is completely up to you.

In addition to "owning" your hour during **Jingle in July**, your business will be listed in rotation with other hour sponsors in the weeks leading up to the campaign on the air through live and recorded promos. We will also have a sharable webpage at our website, ClassicFox.com, with your business listed along with a link to your choice of website or social media page. You will also be included in our Facebook Live video stream, which will show everything happening in the broadcast studio during the radiothon. Feel free to bring props or a display ad that we can position during your sponsored hour.

CLIENT PROVIDES: \$1,000 Tax-Deductible Donation to the Old Newsboys of Flint

WRSR Provides: \$5,250 in Promotional On-Air and Digital Value

Daytime Deluxe Sponsor Package - Three :05 Minute breaks with additional name mentions (\$500 value)

Minimum 40 Live Mentions - starting 2 weeks prior to Jingle in July (\$50 value each - \$2,000 value total)

Minimum 50 Recorded Promos - starting 2 weeks prior to Jingle in July (\$50 value each - \$2,500 value total)

ADDED VALUE Promotional Web Post/Facebook Live Feed Inclusion - \$250 Value

All Jingle In July Hour Sponsors are eligible for a discounted advertising package on 103.9 The Fox. Ask your WRSR Sales Account Rep, contact Bill Bailey at 810-720-9510 or email bbailey@classicfox.com.

Thank you for supporting the Jingle in July Radiothon. We could not do what we do without supporters like yourself. Because of you, we are making a difference in our community, one child at a time.

In the near future, you will be contacted by 103.9 The Fox to discuss your sponsored radio time.

Donations of less than \$500.00 will receive mentions on air and on our Facebook Page.

We are also looking for community members who have been involved with the Old Newsboys in any fashion (sponsor, donor, volunteer and recipients of our programs) who are willing to do either a live interview or pre-recorded session to talk about how the Old Newsboys has impacted your life.

Please contact our office @ 810.744.1840 to obtain your spot during our Jingle In July Radiothon.



Jingle in July Sponsorship: \$1,000.00 for the Full Hour, \$500.00 for a Half Hour or \$ _____ amount of your choice.

Please make check payable to: Old Newsboys of Flint or complete credit card information below:

Please indicate type of card: Visa MasterCard American Express Discover

Company/ Individual Name _____ Contact: _____

Address _____ Phone _____

Name on card: _____

ZIP: _____ Exp. Date: _____ 3 Digit Code _____

Account #: _____

Old Newsboys of Flint ~ 6255 Taylor Drive, Flint 48507 ~ 810.744.1840