

VISTA Radio

children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND

2nd Annual

WHEN PIGS FLY

radiothon for Q^walayu House

Be a Sponsor
and support
Island kids.



June 23, 2022 6:00 am – 6:00 pm

Join us on the air and on location
in Campbell River at the Strathcona Gardens Recreation Complex

98.9 Jet FM

MYCOMOXVALLEYNOW.COM

99.7 FM the River

MYCAMPBELLRIVERNOW.COM

1240 Coast AM

MYTRIPORTNOW.COM



Pigs can fly when they're lifted by love.

A community that rallies together can make the seemingly impossible, possible.

Last year the When Pigs Fly radiothon raised more than \$60,000 for the Children's Health Foundation of Vancouver Island in support of Q̓w̓alayu House. The Foundation's beautiful new home away from home for families who must travel to Campbell River for maternal and pediatric health care opened on July 12, 2021.

Listeners heard the stories of children and families who wished that a home away from home had been available when they needed it most, and those who'd experienced the life-changing impact of Jeneece Place, the Foundation's home away from home in Victoria (and the inspiration for Q̓w̓alayu House).

Our When Pigs Fly radiothon reminds us of what we can accomplish when we look after each other. We are incredibly grateful for your consideration of our request for sponsorship of the 2022 radiothon.





This summer, please show your support for Island kids and their families by sponsoring our When Pigs Fly radiothon, June 23, 2022.

The cost of operating Qwalayu House annually is \$450,000, which allows us to staff the home 24/7 to ensure a safe and welcoming place for families.

Together, we can ensure that children and their families living in remote island communities can access affordable health care when they need it most.

Children's Health Foundation of Vancouver Island's 2nd Annual When Pigs Fly radiothon is presented in partnership with Vista Radio in support of Qwalayu House.

The 12 hour event will be live on 98.9 JetFM and 99.7 The River FM with pre-recorded content on 1240 Coast AM.

Join us on the air and on location in Campbell River at the Strathcona Gardens Recreation Complex, June 23, 2022, 6:00 am to 6:00 pm.



Sponsorship opportunities



Miracle Maker
SOLD
Time sponsor
One available

Benefits:

On-air mentions: 36 x 10 second produced sponsor tags (3 per hour) per station

Mentions in all produced promos (except **Own the Hour** sponsor promos)

On-air interview: A pre-recorded or live day-of interview, aired on all three stations, to talk about support of Children's Health Foundation and Qwalyu House

Minimum two shout-outs on JetFM and The River FM Facebook pages the week of the radiothon

Logo and link on stations' webpages for the month of June

Logo recognition on Children's Health Foundation Qwalyu House webpage for the month of June

Special announcement pre-event on Children's Health Foundation's social media accounts promoting your sponsorship

\$5,000

Sponsorship opportunities



Wind Beneath Our Wings

Champion sponsor
Two available

Benefits:

On-air mentions: 12 x 10 second produced sponsor tags (one per hour) per station

Mentions in all produced promos (except **Own the Hour** sponsor promos)

On-air interview: A live day-of interview, aired on all three stations, to talk about support of Children's Health Foundation and Q^walayu House

Minimum two shout-outs on JetFM and The River FM Facebook pages the week of the radiothon

Logo and link on stations' webpages for the month of June

Logo recognition on Children's Health Foundation Q^walayu House webpage for the month of June

Special announcement pre-event on Children's Health Foundation's social media accounts promoting your sponsorship

\$2,500

Sponsorship opportunities



Silent Auction Presenting Sponsor

One available

Benefits:

Logo and name featured on Silent Auction webpage

On-air mentions throughout the day when silent auction is promoted

Logo recognition on Children's Health Foundation Qwalayu House webpage for the month of June

\$2,500

Magical Moments

Own the Hour sponsor

Benefits:

On air mentions: 2 x live mentions acknowledging that you own the hour

Social media shout out during your hour on the Facebook page of the corresponding station

A Facebook LIVE post thanking you during your hour on the Facebook page of the corresponding station

Special announcement on Children's Health Foundation's social media accounts pre-event promoting your hour

Listing on Children's Health Foundation Qwalayu House webpage for the month of June

\$1,000

2nd Annual

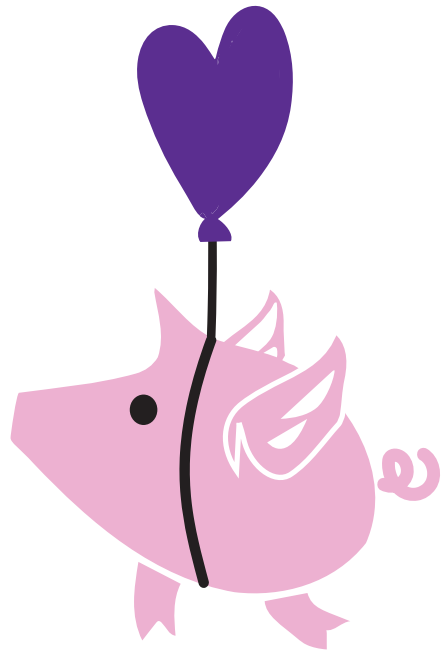
WHEN PIGS FLY

radiothon for Q^walayu House

June 23, 2022

6:00 am – 6:00 pm

On location in Campbell River
at the Strathcona Gardens
Recreation Complex.



Yes, I want to help pigs fly.

SOLD **Miracle Maker - \$5,000**

Wind Beneath Our Wings - \$2,500

SOLD **Gift Auction Presenting Sponsor - \$2,500**

Magical Moments - \$1,000

Company name for recognition purposes: _____

Contact name: _____

Email: _____ Phone: _____

Please send an invoice

Cheque enclosed for \$ _____

*Payable to:
Children's Health Foundation of Vancouver Island
Mail to:
345 Wale Rd., Victoria B.C. V9B 6X2*

Charge my credit card for \$ _____

CC#: _____ Exp: _____

Name on credit card: _____

Company address: _____

City: _____ Province: _____ Postal code: _____

Email: _____ Phone: _____

Signature: _____



Contact us to become a sponsor:

Michele McKenzie

Annual Giving Manager

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islandkidsfirst.com

children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND