

# Sponsorship opportunities

4th annual

## WHEN PIGS FLY

Radiothon for Q<sup>w</sup>alayu House

VISTA Radio

children's  
HEALTH FOUNDATION  
OF VANCOUVER ISLAND



June 20, 2024 6:00 am – 6:00 pm

Join us on air and at our NEW location,  
Save-On-Foods in Campbell River!

98.9 Jet FM

MYCOMOXVALLEYNOW.COM

99.7 FM The River

MYCAMPBELLRIVERNOW.COM

1240 Coast AM

MYTRIPORTNOW.COM

## Sponsorship opportunities

Benefits	Platinum \$7,500 1 available	Gold \$5,000 2 available	Silver \$2,500 4 available
Private tour and VIP reception at Qwalyu House for six people	✓		
Exclusive opportunity to set up a tent/table at the Radiothon event	✓		
210 mentions in produced promos that run ahead of and during the Radiothon	✓	✓	
One on-air interview during drive time, pre-recorded or live day-of	2 min	1 min	
Three 1/4 page Campbell River Mirror ads	✓	✓	
Feature story mention in CHFVI newsletter and on website	✓	✓	✓
10-second on-air produced sponsor tags during 12-hour Radiothon	36	24	12
Cheque presentation at Radiothon with photo featured on social media*	✓	✓	✓
Support mentioned in post-event thank you Campbell River Mirror advertisement	✓	✓	✓
Logo and link on Radiothon webpage	✓	✓	✓
Inclusion in all sponsorship social media* posts	✓	✓	✓
Invites for future VIP donor events	✓	✓	✓

\*Social media includes Facebook and Instagram with over 20,000 followers combined.

**Sponsorships are not tax deductible.**





## When a community rallies together, everything is possible.

In 2009, seven-year-old Jeneece (now Frankie) Edroff embarked on a penny fundraiser to build a home away from home for families seeking health care in Victoria. People said this would happen “when pigs fly”, but one little kid’s perseverance rallied the community and turned a dream into reality: Jeneece Place in Victoria, which inspired Q̓w̓alayu House in Campbell River.

Since 2021, the When Pigs Fly Radiothon has raised over \$154,640 for Q̓w̓alayu House, a Home away from home offering comfort, safety, and affordability to north Island families needing maternal and pediatric care in the city.

With your support, together we can increase access to health care for Island kids and families. Please join us!

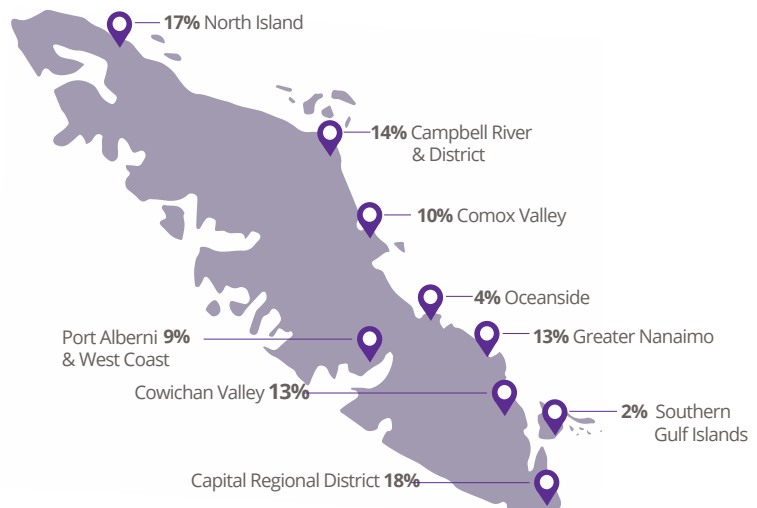


**100%** of your sponsorship stays on the Island to support Island families

## What your sponsorship makes possible.

Children’s Health Foundation of Vancouver Island supports Jeneece Place in Victoria and Q̓w̓alayu House in Campbell River, accommodating families from across the islands who must travel for their child’s health care. The Foundation also provides direct financial support to families with children who need specialized equipment or need to travel to health care appointments through our Bear Essentials program.

Our support of families is truly islands-wide. Here’s a breakdown of where our support went in 2023:



4th annual

# WHEN PIGS FLY

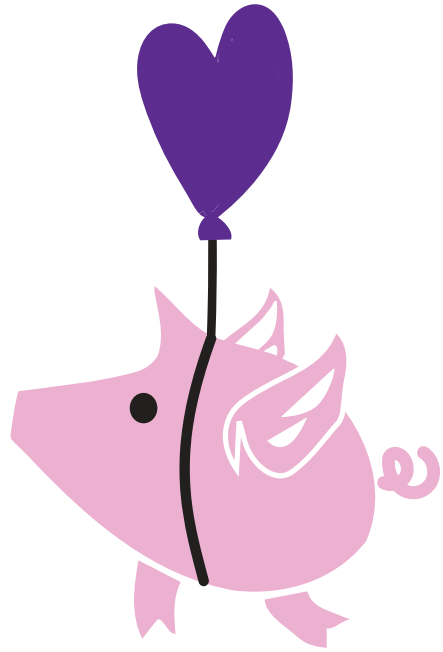
Radiothon for Q'w'alu House

**June 20, 2024**

**6:00 am – 6:00 pm**

On location at Save-On-Foods in Campbell River

**Yes, I want to help Island kids fly.**



**Platinum - \$7,500**

**Gold - \$5,000**

**Silver - \$2,500**

Company name for recognition purposes: \_\_\_\_\_

Contact name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please send an invoice

Cheque enclosed for \$ \_\_\_\_\_

Charge my credit card for \$ \_\_\_\_\_

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

CC#: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Company address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

To become a sponsor contact:  
**Bernadette Lynch**, Annual Giving Manager  
bernadette.lynch@islandkidsfirst.com  
250-940-4950 ext. 107  
islandkidsfirst.com

