



Covenant HealthCare Foundation
1447 North Harrison
Saginaw, MI 48602
989.583.7600
covenantkidsmi.com

COVENANT KIDS WEEK

APRIL 4-8, 2022 FOR MAXIMUM SPONSOR BENEFITS, PLEASE RESPOND BY FRIDAY, MARCH 4, 2022.

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

TEXT TO DONATE SPONSOR – \$6,000 EXCLUSIVE

- Business name listed along with the Covenant Kids Text Line number on scrolling screen during the news on Monday, Wednesday and Friday.
- Donor receives bounce back message with your business name listed and link to donate.
- Business logo used in Covenant HealthCare Facebook post inviting the community to text their donations on non-phone bank days.
- Logo printed in Gala event program.
- 6 Gala tickets.
- Invitations for 2 guests to all Foundation events in 2022.
- Scrolling business logo at the Gala.

PHONE BANK SPONSOR OF THE DAY - \$5,000 | 2 AVAILABLE

- Digital logo posted on screen behind news anchor for cut-ins on phone bank and onsite reporter during through the 5 pm, 5:30 pm and 6 pm news segments.
- Opportunity to have your employees to team answer phones onsite at our phone bank.
- 6 Gala tickets.
- Logo printed in Gala event program.
- Invitations for 2 guests to all Foundation events in 2022.
- Scrolling business logo at the Gala.

VIGNETTE SPONSOR OF THE DAY - \$3,000 | 5 AVAILABLE

- Digital logo on display 5 times on your sponsorship day during the 2 minute vignettes for Covenant Kids. These will run during CBS Mornings, 9 am news, The Doctors, Dr. Phil and 11 pm news.
- 4 Gala tickets.
- Invitations for 2 guests to all Foundation events in 2022.
- Business listed in Gala event program.
- Scrolling business logo at the Gala.

SPONSOR OF THE MORNING - \$1,500 | 5 AVAILABLE

- Digital logo posted and business mentioned as sponsor of the morning leading up to the Covenant Kids interview segment during 9 am news.
- 2 Gala tickets.
- Invitations for 2 guests to Foundation events in 2022.
- Business listed in Gala event program.

COMMERCIAL SPONSOR OF THE DAY - \$1,000 | 5 AVAILABLE

- 30 second commercial during the 9 am news segment.*
- 30 second commercial during the 5:30 pm news segment.*
- Invitations for 2 guests to attend Foundation events in 2022.
- Business listed in Gala event program.

**Must supply own commercials; does not include production/creation.*

