

cenovus Hub
ENERGY

FILL THE SEATS RADIOTHON

April 9, 2025 • 7 a.m. to 6 p.m.



You're invited to help us build a brighter future for sports, entertainment, and the arts in Lloydminster!

We're hosting the **Fill The Seats Radiothon on April 9, 2025** in partnership with Stingray Media and their outlets: New Country 95.9, citl, and cksa. Join us for a day that will impact our Lloydminster community for years to come!



The Fill The Seats Radiothon will raise money to build Cenovus Energy Hub—Lloydminster's game-changing premier event facility.

Sports, music, and art have impacted all of our lives; your support is a commitment to bettering the lives of our Lloydminster community. Sports games, concerts, and events will be hosted in the building, but the heart of Cenovus Energy Hub is our community gathering within its walls to make great moments happen, together.

By becoming an hourly sponsor of the Fill The Seats Radiothon, you won't only impact our community for generations, you'll establish yourself as a community leader committed to supporting recreation and entertainment in Lloydminster. Being a part of the Radiothon gives you a unique opportunity to share your values and stories with an audience that understands the importance of community, building loyalty and trust for your brand alongside Cenovus Energy Hub.

Help us Fill The Seats, allowing our community to dream bigger on the ice, stage, and in the seats at Cenovus Energy Hub!

HOURLY SPONSORSHIP PACKAGE

YOUR INVESTMENT: \$5000/HOUR

(Only 10 available)

Each hourly sponsorship package includes:

3 x 60-second live or pre-recorded featured segment per purchased hour \$1050 Value

Use this time to talk about why your business is supporting this project and what it means to give back to the community.

4 x 30-second promotional mentions per purchased hour

You will be mentioned at least four times during your hour in this way:

“This hour of the Fill The Seats Radiothon is brought to you by [YOUR BUSINESS]”

A share in 6 x 30-second radio promos per day March 24 - April 8 (30 total) \$750 Value

Your business will be included in the event promotion on the radio for two weeks prior, and all sponsors will get a share of these commercial mentions.

A share in 6 x 30-second TV promos per day March 24 - April 8 (30 total) \$750 Value

Your business will be included in the event promotion on TV for two weeks prior, and all sponsors will get a share of these commercial mentions.

50 x 30-second commercials to use at a later date \$1250 Value

Just for participating as an hourly sponsor, Stingray Media is giving you this marketing package! You can use these commercials any time after the radiothon.

Promotion on New Country and Cenovus Energy Hub websites \$200 Value

- *Combined monthly views: 1.7K page views /week*

Your business will be highlighted on our websites, showing your support for the Fill The Seats Radiothon and the community.

Promotion on New Country and Cenovus Energy Hub social media (Facebook, Instagram, X) \$650 Value

- *Combined Followers: ~18,000**
- *Combined Social Reach: 69K impressions/week*

**Across six social media accounts, we have a combined follower count of 22,923.*

Considering the strong overlap between our audiences, we estimate a unique reach of approximately 18,000 followers.

- A share of 36 posts from March 24 - April 8 (~9 posts per business)
- Three posts during your hour on April 9 on Cenovus Energy Hub platforms

Gain recognition and social media traffic through exposure on our established platforms.

Provided branded social media/print collateral to share

Your company will receive ready-to-go social media graphics and content to share on your own platforms to highlight your participation \$575 Value

Your Sponsorship Could Earn More!

With your purchase of an hourly sponsorship package, you'll automatically be entered for a chance to win an advertising package from Stingray Media—a \$5,000 value. **Secure your spot today before they're gone!**

ADD-ONS

Impact our community in a bigger way and solidify your business as a leader. Add-on any of the below options to help us Fill The Seats even more and leave your mark as a community builder!

Two Hourly Packages *(Only two spots available)*

No additional cost

Purchase two consecutive hours and not only double your package perks, but Stingray will broadcast live from your location. (\$12250 value)

Double Your Impact

Select your amount:

Host a "Double Your Dollars" hour by matching every dollar donated by the community up to your chosen pledge amount.

\$2500

\$5000

Other: _____

Donate Prize Pack Items

Select your offer:

Boost donations by donating an item to be raffled off during your sponsored hour, encouraging the community to give for a chance to win!

Product: _____

Service: _____

Gift Card: _____

LOCAL COVERAGE

Stingray stations broadcast to a vast and engaged audience across the region, giving your business unparalleled exposure to a loyal listener base.

Shaw Direct **SHAW** **Bell TV** **TELUS** **Optus**

HD CITL 180 HD CKSA 179 HD CITL 210 HD CKSA 213 HD CITL 1127 HD CKSA 1126 HD CITL 101 HD CKSA 122

CONTACT US

CenovusEnergyHub@Lloydminster.ca

www.CenovusEnergyHub.ca

587.217.1750