



*We are celebrating 54th Anniversary of Rotary Radio Day
In partnership with Dougall Media CKPR*

Please join us in saying Thank You, Thunder Bay!

Port Arthur Rotary is proud to announce the 54th Anniversary of the Rotary Radio Day Ad campaign. The ads will air on Monday, February 17, 2020 (Family Day). Dougall Media's CKPR 91.5 FM Radio Station is once again donating all advertising spots on that day as a fundraiser for Port Arthur Rotary. Through the support of our community, Rotarians have been able to make significant contributions to many worthwhile projects such as:

- \$125,000 to the **ROTARY SHELTER HOUSE**;
- **ROTARY YOUTH LEADERSHIP PROGRAM** - providing leadership training opportunities annually to youth ages 15-17;
- **POLIO ERADICATION** - Rotary International has been at the forefront of the World Health Organization's program to eradicate **POLIO** in the world – a project that we fully expect to come to fruition in the next few years;
- **YOUTH EXCHANGE** - Students from Thunder Bay have traveled around the world learning language and culture. Students from the world have come to our city to learn with us! Currently we have an inbound student from Romania spending a full school year at St. Ignatius High School.
- **DEW DROP INN** – Rotarians are there monthly preparing and serving meals to help those less fortunate in our community;
- Retrofitting a van to serve as **THE SALVATION ARMY'S** Community Response Unit.

How does Rotary Radio Day work?

You can purchase 30 second advertising spots for \$50 each using the attached order form. Businesses purchasing 15 or more ads will be given the additional benefit of being named "Sponsor of the Hour" on Rotary Radio Day - February 17, 2020. There are many options for the type of ad that you can run. You could use these ads to promote your business or organization, or to say Thank You to:

- ***Customers, clients, patrons, suppliers;***
- ***Employees and/or their families;***
- ***The citizens of Thunder Bay;***
- ***Service providers (retail, non-profit group, health care, public service);***
- ***Friends, family, partners.***

For further information about Port Arthur Rotary, visit www.parotary.com or contact one of our members. For more information about 2020 Rotary Radio Day, contact RRD Co-Chair, Bill Ulakovic at drwilliamu@gmail.com. or Co-Chair Brian Walmark at bwalmark@gmail.com

Note: This form is downloadable from www.parotary.com.

THANK YOU, THUNDER BAY, FOR YOUR CONTINUED SUPPORT!

Rod Morrison, President 2019-2020





Rotary Radio Day Order Form - 2020.....

I hereby contract for _____ radio spots at \$50.00 (fifty) per spot for a total of \$ _____.

Note: organizations purchasing 15 ads, will also receive special recognition as an hour sponsor.

Business Name: _____ Contact Name _____

Address: _____ Postal Code: _____

Phone: _____ Fax: _____ Contact Email: _____

Please include name and e-mail address for company contact.

Type of Ad (Please circle the number to indicate the type of ad).

1. **Congratulations to Rotary (generic script with sponsor's name).**
2. **Other (Please use my commercially produced radio ad)**
3. **To Celebrate work your business does in the community**
4. **Ad Copy for my Spot is attached/ will be provided. (contact _____ for copy.**
5. **Thank You – to a client, a supplier, a colleague, a friend, a loved one. (See Below)**

Send a Thank You notice, including time to listen, to: _____

Whose email is _____

Cheques should be made payable to: Port Arthur Rotary Club
Mailed to: Rotary Radio Day, PO Box 33016, Thunder Bay, ON P7B 0B1

Note: We accept payment by: Cheque ___ Visa ___ M/C ___

Check here if you prefer that we invoice you _____ (Invoice to be sent January 20)

Name on Card: _____ Card # _____ Exp. Date _____

Thank You, Thunder Bay for your support!

**Please listen to Rotary Radio Day – February 17, 2020
On CKPR 91.5 FM Thanks to Dougall Media for their support.
54 Years and still counting.**

Sold by Rotarian: _____





Rotary Radio Day Hour Sponsors

We invite you to join with the Rotary Club of Thunder Bay (Port Arthur) and with Dougall Media as we celebrate the 54th Annual Rotary Radio Day.

Radio Day takes place on Monday, February 17, 2020. Your ads will be read on CKPR 91.5 FM by a Rotarian. If you prefer, you can designate someone to read your ads or we can use your commercially produced ads.

15 Ads and you have an hour of your choice to reach your constituency!

Do you want to air your ads in a premium drive time? If you purchase 15 ads, we will give you an opportunity to pick your hour on CKPR (first come, first served). Your ads will reach the people you need them to and you will be part of a tremendous fundraiser using your marketing dollars to help Rotary assist charities in Thunder Bay.

15 ads (30 second spots) will give you:

- An hour of your choice on CKPR with mention at other times that your hour will be coming up! (allocated on a first come, first served basis);
- Recognition at Rotary meetings through February 11th;
- Recognition on written materials that Rotary sends out;
- Invitation to a Rotary luncheon where you will be recognized personally.

We thank you for your support!