



## **Rotary Radio Family Day**

*Celebrating 55 years in partnership with Dougall Media CKPR*

### **What is Rotary Radio Family Day and how does it work?**

Individuals and businesses make donations toward the Rotary Radio Family Day campaign and in turn receive advertising spots on CKPR 91.5 FM on Family Day Feb 15<sup>th</sup>, 2021. Port Arthur Rotary's partner, Dougall Media (CKPR 91.5 FM Radio), is once again donating all advertising spots on this day. In turn, the Port Arthur Rotary Club is able to continue supporting many important community projects and organizations such as:

- Ongoing community service initiatives in organizations, such as **Dew Drop Inn, Rotary Shelter House and St James Public School.**
- **Roots to Harvest, Our Kids Count, Community Clothing Assistance, and Fort Severn First Nation.**
- **Polio eradication** - Rotary International has been at the forefront of the World Health Organization's program to eradicate **polio** from the world.
- **Youth Exchange and Leadership** - Thunder Bay students have traveled around the world learning language and culture, and in exchange, students from the world have come to our city to learn with us! Our club also supports a number of youth leadership opportunities, including sending 3 students to Rotary leadership camp each year.
- **Wilderness Discovery Centre** accessible campground.
- **The Salvation Army's** Community Response Unit van and the Field of Greens garden project.

This year has been a challenging year for many. If you are able, we invite you to join us by continuing to support the vital work that continues in our community.

### **What can the radio ad be used for?**

Use your ads to promote your business or organization, or to say 'Thank You' to:

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

You have the option of having your ad voiced by a Rotarian, you can voice your ads yourself (even from your home or business!) or we can use your existing commercially produced ads.

Need help writing or recording your own ad? We can help make it easy!

### **Don't need a radio ad?**

No problem! Donate your ad time to acknowledge the important work happening right now in our community. Just choose 'Donate My Ad' on the order form and we will take care of the rest!

### **Be a part of the Rotary family!**

Donation categories are listed on the following pages along with an order form to print and fill out. We would be happy help you through the process regardless of whether you are a first time or ongoing supporter. For further information about Port Arthur Rotary, visit [www.parotary.com](http://www.parotary.com), contact one of our members, or contact Rotary Radio Family Day Chair Brian Walmark at [bwalmark@gmail.com](mailto:bwalmark@gmail.com).

**Thank you for your support!**

## **Rotary Radio Family Day Supporter Categories**

All supporters receive Port Arthur Rotary's eternal gratitude!

**\*\*\*Early Bird Pricing Extended to Jan 15<sup>th</sup>, 2021\*\*\***

### **“Family Hour” (1 Hour Sponsor) - \$975 donation**

**Early Bird Pricing \$750 (if order placed before ~~Dec 30<sup>th</sup>, 2020~~ Jan 15<sup>th</sup>, 2021)**

30 second radio advertisement (Qty 15)

Acknowledgement on PA Rotary website and Facebook page

Opportunity to ‘pick your hour’ on CKPR (first come, first served)

Recognition at Rotary meetings through Feb 2021 and invitation to a Rotary luncheon

### **“All in the Family” - \$100 donation**

**Early Bird Pricing \$85 (if order placed before ~~Dec 30<sup>th</sup>, 2020~~ Jan 15<sup>th</sup>, 2021)**

60 second radio advertisement/interview style

Acknowledgement on PA Rotary website and Facebook page

### **“Family Ties” - \$65 donation**

**Early Bird Pricing \$50 (if order placed before ~~Dec 30<sup>th</sup>, 2020~~ Jan 15<sup>th</sup>, 2021)**

30 second radio advertisement



Rotary Opens Opportunities

# Port Arthur Rotary Radio Family Day - 2020-21 Order Form

(print this page only for submission)

Customer Name: \_\_\_\_\_ Business (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Contact Email: \_\_\_\_\_

### Rotary Family Supporter Category:

- "Family Hour" – (15 ads x 30 seconds) \$975 donation (\$750 if order placed before Jan 15<sup>th</sup>, 2021)
- "All in the Family" – (1 ad x 60 second) \$100 donation (\$85 if order placed before Jan 15<sup>th</sup>, 2021)
- "Family Ties" - \$65 donation (\$50 if order placed before Jan 15<sup>th</sup>, 2021)

### Type of Ad (Please check box and fill quantity):

- Ad spot I have recorded myself (.mp3 or .mp4 format emailed to [portarotary@gmail.com](mailto:portarotary@gmail.com)) – Qty: \_\_\_\_\_
- Ad copy for my spot is attached/will be provided (to be voiced by a Rotarian) – Qty: \_\_\_\_\_
- Use my commercially produced radio ad (Dougall Media has on file) – Qty: \_\_\_\_\_
- Generic 'Congratulations to Rotary' ad (sponsor's name included in script) – Qty: \_\_\_\_\_
- 'Donate My Ad' (to acknowledge Rotary's choice of family or community organization) – Qty: \_\_\_\_\_

Comments for special orders: \_\_\_\_\_

Order TOTAL \$ \_\_\_\_\_

### Payment Method (choose 1):

- eTransfer to [parotarytreasurer@gmail.com](mailto:parotarytreasurer@gmail.com)
- Cheque (payable to: *Port Arthur Rotary Club, mailed to PO Box 33016, Thunder Bay, ON P7B 0B1*)
- Visa (# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_) Exp (MM/YY) \_\_\_\_/\_\_\_\_
- Mastercard (# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_) Exp (MM/YY) \_\_\_\_/\_\_\_\_
- Please 'Invoice me'

### Order Form Submission (choose 1):

- Email Order Form to [portarotary@gmail.com](mailto:portarotary@gmail.com)
- Mail Order Form (and cheque if chosen as payment method) to PO Box 33016, Thunder Bay, ON P7B 0B1

**Please listen to Rotary Radio Day – February 15th, 2021 on CKPR 91.5 FM**  
**Thank you to Dougall Media for their support!**

Sold by Rotarian: \_\_\_\_\_ Date: \_\_\_\_\_