



# PROGRAMMING SPONSORSHIP OPPORTUNITIES

MAY 2024

[sponsor@radiohillington.org.uk](mailto:sponsor@radiohillington.org.uk)



# Radio Hillingdon

## Who we are.

We are a registered charity run entirely by volunteers, serving the Patients of Hillingdon Hospital and the residents of local Care Homes. We broadcast 24 hours a day inside the Hospital and around the UK on the internet at [www.radiohillington.com](http://www.radiohillington.com) and via our free smart phone app.

As a registered charity (no. 264132) we rely on the fund-raising efforts of our volunteers, donations and sponsorship from Companies such as yours.



# Radio Hillingdon

## Our Audience.

Hillingdon Hospital is located in the London Borough of Hillingdon which is a vibrant outer London borough. It is home to around 266,100 people and represents a very diverse population. Hillingdon is the second largest borough in London, covering 42 square miles. Traversed by the M4, A40, A4020, the Great Western Railway Hillingdon has always been a transport hub. It is also home to the World's busiest international airport. Heathrow handles around 66.7 million passengers every year.

The Hillingdon Hospital is a district general and has around 500 beds. On average it treats around 50 thousand patients every year. The Hospital's in-patients stay on average around 3 days



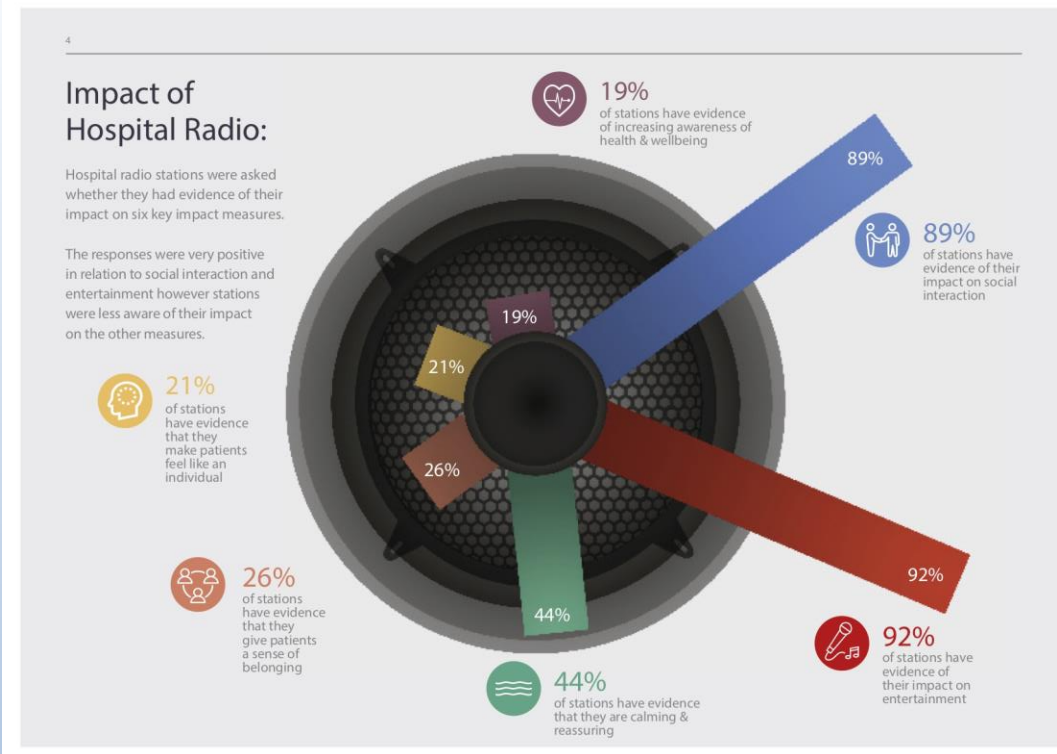
# Radio Hillingdon

## Why do we need Hospital Radio?

There is evidence to demonstrate that listening to music has an impact on physical health including blood pressure, heart rate and an increased tolerance of pain (Allen et al, 2001; Khanna & Kotwal, 2010; Mitchell et al, 2005).

Recent research verifies the following elements are favourably reduced by listening to Hospital Radio:

Boredom, Loneliness, Anxiousness / Frustration, Disorientation and Depersonalization (Hospital Broadcast Association, 2016)



Health & Wellbeing – 19%  
Feeling Like An Individual – 21 %  
A Sense Of Belonging – 26%  
Calming & Reassuring – 44%  
Social Interaction- 89%  
Entertainment – 92%



# Radio Hillingdon

## What we can offer you.

We offer you a chance to support a fantastic charity for a modest pre-agreed donation. We have a variety of packages available to suit your budget and your needs.

Because of our charitable status we are unable to play adverts in the traditional sense. But we are allowed to have programmes sponsored.

We will mention your Company a pre-determined number of times during a show.

We will produce “Liners” to be played on air during a show for example, “The More Music Breakfast Show is sponsored by Joe Bloggs and sons of Uxbridge”.

We have a selection of male and female voices available.





# More Music Breakfast

Monday-Friday

The More Music Breakfast is a Weekday programme broadcast between 6am and 9am presented by Steve Hickman. The Show features the 60's at 6, 70's at 7, 80s at 8, which are all 3 songs in a row. The show also features Sport and Entertainment news along with music from the 60s through to today.



SHOW CREDITS aka mentions	
4 PER HOUR (3 HOUR SHOW) = 12 mentions	
WEEKLY CREDITS	MONTHLY CREDITS (4 WEEKS)
60 (aka 12x 5days)	240 mentions per month

3 MONTHS (12 WEEKS)	6 MONTHS (24 WEEKS)	12 MONTHS
£200	£400	£700



# The Radio Hillingdon Rewind

Monday-Friday

Radio Hillingdon prides ourselves at playing the best variety of music for The Hillingdon Hospital, and during our Rewind hours, we play the best music from the 50's, 60's, 70's, 80's & 90's for our patients of all ages to enjoy.

This programme will feature a sponsor credit approximately every 15 minutes during the programme, around 2,15,30,45 minutes past 9am.



SHOW CREDITS	
4 PER HOUR	
WEEKLY CREDITS	MONTHLY CREDITS
20	80

3 MONTHS	6 MONTHS	12 MONTHS
£80	£150	£250



# Number Ones At one

Monday-Friday

Jeff Brown plays a whole hour of UK Number 1 Singles from across the decades every weekday afternoon.

This programme will feature a sponsor credit approximately every 15 minutes during the programme, around 2,15,30,45 minutes past 1pm.



SHOW CREDITS	
4 PER HOUR	
WEEKLY CREDITS	MONTHLY CREDITS
20	80

3 MONTHS	6 MONTHS	12 MONTHS
£80	£150	£250





# Mellow 3 In A Row

## Various Times

Radio Hillingdon's Mellow 3 In A row takes place at 7.30am Monday to Friday during our More Music Breakfast Show, 7.30pm Monday to Friday. It features some of the best laid back mellow songs featured in our nightly Mellow Nightshift programme.

This is a feature which our listeners really enjoy and a chance for the sponsor to be involved with a music feature. The sponsor will receive a tag at the start of the feature, and between songs 2 & 3.



FEATURE CREDITS	
2	
WEEKLY CREDITS	MONTHLY CREDITS
32	128

3 MONTHS	6 MONTHS	12 MONTHS
£100	£200	£350



# Mellow Nightshift

Monday-Sunday

Radio Hillingdon prides ourselves at playing the best variety of music for The Hillingdon Hospital, and one of our longstanding features is the Mellow 3 In A Row, Every night between Midnight and 5am we play 3 hours of the best Laid Back, Mellow Tunes for our listeners.

The Mellow Nightshift will feature your Sponsor credit twice an hour at appromiately 2 & 30 Minutes past the hour.



SHOW CREDITS	
2 PER HOUR (3 HOUR SHOW)	
WEEKLY CREDITS	MONTHLY CREDITS
42	168

3 MONTHS	6 MONTHS	12 MONTHS
£150	£275	£500



# It's All About The Albums

Sunday

It's All About The Albums is presented on a Sunday Lunchtime at 1pm presented by George Reed. It features songs from the Top 30 Album chart alongside some of the biggest new albums to be released, as well as some tracks from featured classic albums.



SHOW CREDITS	
4 PER HOUR	
WEEKLY CREDITS	MONTHLY CREDITS
4	16

3 MONTHS	6 MONTHS	12 MONTHS
£20	£40	£70



# Weekend Sponsorship 6am-Midnight

## Weekends

At Radio Hillingdon we have a wide range of programmes broadcast at the weekend which all have the opportunity to be sponsored, including:

- The Smooth Groovers show
- The 70s Rewind
- Emperor Rosko's LA Connection

A great value package with your company being featured over an entire weekend!

WEEKLY CREDITS	MONTHLY CREDITS
MINIMUM 80	MINIMUM 320



3 MONTHS	6 MONTHS	12 MONTHS
£275	£500	£950



# Radio Hillingdon Sport

## Daily

Radio Hillingdon broadcasts Sport updates from the Sky News Radio Sport department at 6.30am, 8.30am & 4.30pm weekdays, and at various times during the weekends.



FEATURE CREDITS	
1	
WEEKLY CREDITS	MONTHLY CREDITS
15	60

3 MONTHS	6 MONTHS	12 MONTHS
£50	£100	£180



# Radio Hillingdon Entertainment News

Monday To Friday

Radio Hillingdon broadcasts Entertainment updates from the Sky News Radio Showbiz department at 8.20am, 16.50am & 7.20pm weekdays.



FEATURE CREDITS	
1	
WEEKLY CREDITS	MONTHLY CREDITS
15	60

3 MONTHS	6 MONTHS	12 MONTHS
£50	£100	£180





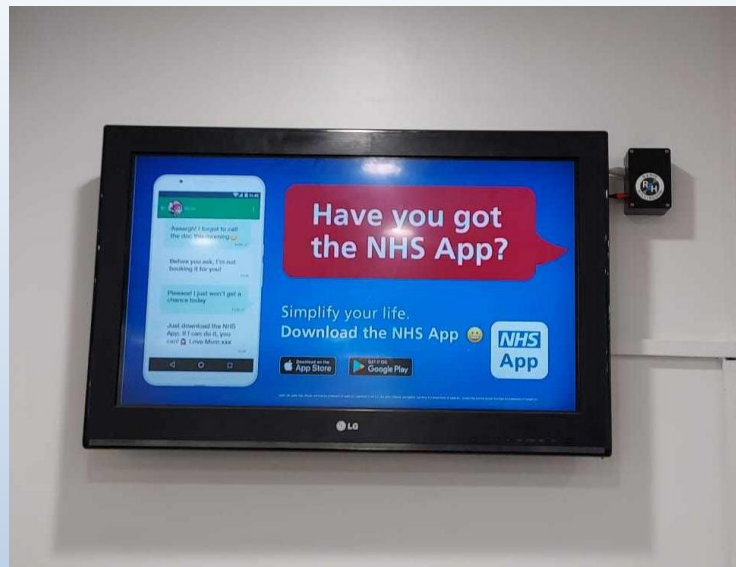
# Radio Hillingdon - Hospital Screens

Radio Hillingdon has screens throughout the Hillingdon Hospital including Accident & Emergency, Café's, Restaurants & X-Ray Departments playing the station, as well as providing messages.

The screen shows your message for 30 seconds at a time.

Slides are shown on a 30 minute loop and can be changed once a week if required.

Discounts are available for more slots within a loop.



WEEKLY CREDITS	3 MONTHLY CREDITS
Approx 818	Approx 10,600

3 MONTHS	6 MONTHS	12 MONTHS
£310	£600	£1000



# Terms & Conditions

1. You will have first rights to renew the sponsorship, 4 weeks notice is required by first day of the corresponding calendar month.
2. All sponsorship opportunities are subject to availability.
3. We require 7 days notice to change strap-lines on tags and promo trails.
4. All strap-lines require programming approval.
5. All strap-lines are subject to a £10 fee per Liner to cover costs.
6. Radio Hillingdon maintain editorial and feature change rights



# Thank You

Thank you for your interest in Radio Hillingdon.

For More Information please email

[sponsor@radiohillington.org.uk](mailto:sponsor@radiohillington.org.uk)

