



2024 MEDIA KIT

RADIO FAMILY CHARITY D/B/A PAYTON'S PROMISE



About

Anyone familiar with Ace & TJ knows they've always had a special place in their hearts for those in need. From natural disasters affecting thousands to community assistance efforts and even individual families desperate for a helping hand including those families caring for a terminally ill or chronically disabled child, Ace and TJ and their Radio Family have been there.



In times of urgency, they've always found themselves saying "We wish we could have done more." and now thanks to your help, they can. Through individual and corporate donations Payton's Promise can now be on site to help.

Want to know how can you and your company get involved?

We can do more with your help.

Individual donations are welcome at PaytonsPromise.org/Donate

Ace TJ Family business partners are needed as well.

Let us know where you can help at AceTJ.com/Help

Payton's Promise honors the memory of our loved one, Payton Cannon.



FAQ

• Why did you create Payton's Promise?

- Ace & TJ saw the need and felt they and their Radio family could do more to help the community with this model

• What is the focus of the charity?

- Disaster relief
- Community Improvements and Initiatives
- Supplementing other charities that are falling short of their goals
- Needs families face when caring for a terminally ill or chronically disabled child

• What is the Radio Family?

- Our description of the supportive community
- The Radio Family is located throughout the Southeast and The Ace & TJ' Show's nationally syndicated audience

• What is the goal of Payton's Promise?

- In today's corporate climates, companies are choosing charities to donate to everyday. We are asking our Radio Family members who work at these companies to recommend our charity.
- The more people we get involved the more we can help.

• What is your financial goal?

- We hope to earn \$1,000,000 so we can offer immediate relief to those in need as the situations arise.

• How much have you raised to date?

- Ace and TJ through the years have raised over \$10,000,000 in their support of the community and those in need.



RECENT PAYTON'S PROMISE SUPPORT

\$10,000 to families of four Charlotte officers killed

After four members of a US Marshals Task Force were ambushed and killed while serving a warrant in April, Payton's Promise was there with \$10,000 to assist the families of the officers killed.



The First Quarter Of The Rest Of Your Life

Payton's Promise awards \$10,000 annually to a person or family where the money will significantly change their lives and the lives of others. After 800 entries were reviewed, for 2024, the one chosen entry was a couple with a husband suffering from PTSD due to being hit while working as a first responder. The couple is also using part of the money to start a foundation to assist other first responders suffering from PTSD.



Breaking and Entering Christmas

For over 20 years, Payton's Promise reviews nominations for families who otherwise would not be able to afford any Christmas celebration. Each year, families are selected and the Ace & TJ Show Hoodlum Elves 'break into' the homes and provide the families with an incredible Christmas thanks to the generosity of the Ace & TJ Radio Family's donations.



Ramp for 12 year old stroke victim

Payton's Promise helped cover the installation of a ramp for a 12 year old who was wheel chair bound after suffering a stroke. The child lived with her grandparents who did not have the money needed to make the changes necessary to allow the child to get in and out of the house with the wheelchair.



Restoration of a Veterans home (mold)

An elderly veteran had his kitchen overrun with mold causing various ailments. Payton's Promise covered the mold removal from the home as well as many much needed repairs.





PACKAGES

	TITLE	SPONSOR	CORPORATE
• Foursome (one) included	YES	NO	NO
• Hole Sponsor	YES	NO	NO
• Awards Dinner	SPEECH	INDIVIDUAL ACKNOWLEDGEMENT	ACE TJ THANKS
• Client commercials (monthly)			
• Podcast (:15s)	(impressions) 15,000	7,500	2,500
• Streaming (:15s)	(impressions) 20,000	10,000	5,000
• Video (:15s)	(impressions) 10,000	5,000	---
• Sponsorship mention promos (monthly)			
• Radio (:10s) *	(sample) 4	2	---
• Video, Podcast & Streaming sponsorship mentions (:10s)	(sample) (impressions) 45,000	10,000	5,000
• Social media sponsorship posts (1x weekly)	8	4	1
• Link/Banners			
• AceTJ.com	LARGE	MEDIUM	SMALL
• Ace & TJ app	YES	NO	NO
• Database Newsletter (weekly)	LARGE	MEDIUM	SMALL
• PRICE (monthly / min. 4 months)	\$1,250	\$625	\$375
• 10% reduced for 6 months. 20% for 12			
• REMAINING AVAILABLE	3	11	17



Leadership Team



Ace

Ace is the co-host of the award winning, nationally syndicated Ace & TJ Show and the co-president Payton's Promise. Additionally, he is known for his work with community improvement efforts and disaster relief for well over two decades. Along with his children Payton and Cade, Ace resides in Mooresville, NC.



TJ

Along with Ace, TJ is the co-host of The Ace & TJ Show and the co-founder of Payton's Promise. Through the years he and Ace have helped to raise millions of dollars for everything from victims of natural disasters like Hurricanes Harvey and Katrina to local tragedies such as aiding the family of slain Mecklenburg County Deputy Anthony Stancil. TJ and his wife Jodi live in Mooresville, NC and have two children, Lanie and Aiden.



Adam

Adam has been Chief Operating Officer for ATJ Inc since 2003. During that period, Adam has assisted Ace & TJ with back-end support of all the charitable efforts the show has produced. In the charity world, Adam's experiences span more than 30 years including media fund raising efforts for The Make a Wish Foundation, Juvenile Diabetes Association, The American Cancer Society and Johns Hopkins Children's Center. Adam is an agent/manager for radio talent as well as voiceover talent. Adam is based in Hilton Head, SC with his wife Alyse and two sons, Jason and Alex.



Board of Directors



Erin Dennis

Erin Dennis has wide-ranging experience spanning over 30 years working for hotels, catering companies and event professionals. For 18 years she was an adjunct instructor at Central Piedmont Community College, Charlotte for the Hotel & Restaurant Management School. Teaching classes such as Hospitality Marketing and Meetings & Event Planning. She is an active member of NACE (National Association of Catering & Events), Visit Charlotte Partners in Tourism, The North Carolina Business Travelers Association, ILEA (International Live Events Association) the Charlotte Area Chamber of Commerce and the Hood Hargett Breakfast Club. Erin is currently the Director of Group Sales & Celebrations for the Hyatt Centric SouthPark in Charlotte, NC which just opened in June of 2022. She works with clients planning events for the social market including Weddings, Bar or Bat Mitzvahs, Fundraisers and Galas and any assists with guestroom blocks they may need for their events as well.



Ron Kimble

As the retired Deputy City Manager for the City of Charlotte, Ron was responsible for the economic development, redevelopment, hospitality and tourism, and intergovernmental relations for the City. He has lead initiatives including the Panthers Stadium Project, NASCAR Hall of Fame, the Levine Center for the Arts, AAA Baseball, and US National White-Water Center, as well as the Metropolitan, NC Music Factory and Mosaic Village. Ron was the lead staff member for two City Council Committees, the Economic Development and Global Competitiveness and Intergovernmental Relations Committees. Currently, Ron is employed part time by the City of Charlotte as Special Assistant to the City Manager, part time for Sentinel Risk Advisers and part time as co-founder with his wife Jan of the Jamie Kimble Foundation for Courage. He lives in Charlotte with his wife, Jan and has one daughter, Jamie (deceased).



Jessica Helms

Jessica has worked in the hospitality industry for 17 years and is the Director of Sales and Marketing for the Hampton Inn & Suites SouthPark. During this time, she has helped over 200 non-profits through donations and service. In 2017, Jessica served as chair of Charlotte Chamber SouthPark Chapter Board of Directors as well as the Co-Chair of the Event Team for The Sandbox. Jessica is based in Charlotte, NC with her husband Brett and two wonderful children, Sophia and Jonathan.



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Radio Family Charity d/b/a Payton's Promise is an IRS approved 501(c)(3)