

# Kapi'olani RADIO<sub>THON</sub> for Kids

## SPONSORSHIP OPPORTUNITIES



## August 9 - 10, 2018

Live Radio Broadcast from  
Kapi'olani Medical Center for Women & Children

**KSSK**  
92.3 HAWAII

HAWAII PACIFIC HEALTH | KAPI'OLANI MEDICAL CENTER FOR WOMEN & CHILDREN  
  
 Your Children's Miracle Network Hospital

 **iHeart**MEDIA  
HONOLULU

# KSSK Kapi'olani Radiothon for Kids

## Broadcasting Live on KSSK

On August 9th and 10th KSSK will broadcast LIVE from Kapi'olani Medical Center for Women & Children for the 12th Annual Radiothon for Kids. KSSK will be asking loyal listeners to donate and help families and children affected by illness, injury or disease. The Kapi'olani Radiothon for Kids consists of uplifting stories told by children and their families, miracle moments in medicine and recovery, meaningful broadcasts and compelling interviews with local radio celebrities

Michael Perry, Karen Keawehawaii, Sweetie Pacarro, Scotty B, & Curt Williams - all in support of a great cause: Hawai'i's only Children's Miracle Network Hospital.



We are honored to have KSSK as a longstanding committed partner of Children's Miracle Network Hospitals and Kapi'olani Medical Center for Women & Children. KSSK listeners and Kapi'olani supporters have raised over one million dollars for Kapiolani! Children's Miracle Network Hospitals is an international non-profit organization dedicated to raising funds and awareness for children's hospitals. It encompasses 170 premier children's hospitals treating more than 17 million children each year. One hundred percent of gifts stay here in Hawai'i to support the health and keiki of Hawai'i. Kapi'olani's Radiothon for Kids is an annual event embraced by the entire state and continues to grow each year.

## Calling All Champions

Your participation as a Sponsor is key to the success of Kapi'olani's Radiothon for Kids. Your gift or organization's gift will directly benefit Children's Miracle Network and the vital pediatric services at Kapi'olani Medical Center to provide exceptional medical care for all of Hawai'i's children.

**100%** of every donation **stays in Hawai'i**  
and supports Kapi'olani Medical Center for Women & Children

## DONATIONS SUPPORT:



**Patient  
Care**



**Specialized  
Equipment**



**Patient &  
Family  
Travel**



**Under-  
reimbursed  
Costs of Care**



**Training &  
Education  
Outreach**

# Your Gift Makes Miracles Happen

Kapi'olani's Radiothon for Kids is an ideal opportunity to recognize your company for your support of Kapi'olani Medical Center on the air with KSSK while thousands of radio fans are listening. Listed below are the benefits of supporting this event.

## \$30,000 Lead Sponsor

- Visit from a Champion family to your company
- Minimum of 35 mentions as lead sponsor live on KSSK throughout the two-day event
- Live, on-air check presentation during the Radiothon at the hospital during morning show
- Opportunity to host a volunteer phone bank team for one hour (10 volunteers) during prime listener hours
- Recognition as a "Matching Hour Sponsor" to help drive more donations
- Name and logo inclusion as lead sponsor aligned with the Radiothon in pre and post event communications
- Social Media mentions & photos
- Year-round listing on Kapi'olani Medical Center's donor wall in the hospital lobby
- Name inclusion in Kapi'olani Medical Center's donor report (15,000+ circulation)

## \$25,000 Sponsorship

- Minimum of 25 mentions live on KSSK throughout the two-day event
- Live, on-air check presentation during the Radiothon at the hospital during the Perry & Posse morning show
- Opportunity to host a volunteer phone bank team for one hour (10 volunteers) during prime listener hours
- Recognition as a "Matching Hour Sponsor" to help drive more donations
- Name and logo inclusion as presenting sponsor aligned with the Radiothon in pre and post event communications
- Social Media mentions & photos
- Year-round listing on Kapi'olani Medical Center's donor wall in the hospital lobby
- Name inclusion in Kapi'olani Medical Center's donor report (15,000+ circulation)



### \$10,000 Sponsorship

- Minimum of 15 mentions live on KSSK throughout the two-day event
- Live, on-air check presentation during the Radiothon at the hospital.
- Opportunity to host a volunteer phone bank team for one hour (10 volunteers) during prime listener hours
- Recognition as a “Matching Hour Sponsor” to help drive more donations
- Name and logo inclusion as sponsor aligned with the Radiothon in pre and post event communications
- Name inclusion in Kapi’olani Medical Center’s donor report (15,000+ circulation)

### \$5,000 Sponsorship

- Minimum of four live mentions during the matching hour to motivate donations
- Opportunity to host a volunteer phone bank team for one hour (10 volunteers)
- Recognition as a “Matching Hour Sponsor” to help drive more donations
- Opportunity for check presentation photo at Radiothon with photo posted on social media
- Name and logo inclusion as sponsor aligned with the Radiothon in pre and post event communications
- Name inclusion in Kapi’olani Medical Center’s donor report (15,000+ circulation)

### \$2,000 Sponsorship

- Minimum of two live mentions to motivate donations
- Recognition as a “Miracle Maker Sponsor”
- Opportunity for check presentation photo at Radiothon with photo posted on social media
- Name and logo inclusion as sponsor in post event communications
- Name inclusion in Kapi’olani Medical Center’s donor report (15,000+ circulation)



## Ways to Raise Your Sponsorship Dollars

- **Create an Online or Mobile Fundraising Page:** Contact Colette to create an online page that your team can share to increase fundraising.
- **Miracle Balloon Icon Campaigns:** Customers donate \$1 to Kapi’olani Medical Center at the register, names displayed on a Children’s Miracle Network icon and hung in-store to show community support for the Hospital.
- **Bracelet Campaigns:** Customers donate \$1 to Kapi’olani Medical Center at the register and receive a wristband.
- **Customer Round-Up Campaigns:** Customers are given the opportunity to “round up” their change to an even dollar amount.
- **Day/Week/Month of Giving:** Select a day, week and/or month of the year to donate a fixed percentage of the day’s proceeds to Kapi’olani Medical Center.
- **“Change A Life” Change Campaigns:** Use change canisters (provided by us) that can collect change year-round.
- **Vendor Campaigns:** Proceeds from a specific vendor product benefit Kapi’olani Medical Center.
- **Grand Openings:** Donate the proceeds from Grand Opening day, week or weekend to Kapi’olani Children’s Miracle Network.
- **Go Casual For Kids:** Hold a “jeans” event when employees make a donation to Kapi’olani Children’s Miracle Network in exchange for wearing jeans to work.

**FOR EVERY \$1  
A COMPANY  
GIVES TO A  
CHARITABLE  
CAUSE, \$6 IS  
EARNED.**

### Why?

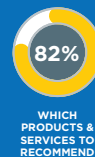
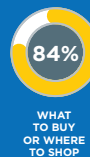
The majority of consumers prefer to do business with a company that is doing good.



Given similar price and quality,

**9 in 10**  
consumers are likely to switch brands to one associated with a good cause.

Consumers consider a company's social commitments before making important decisions.



## DOING GOOD HELPS BUSINESSES DO WELL

Studies show an increase in sales result from engaging in cause-related marketing:

**58%** of global consumers are willing to pay more to companies committed to helping increase child survival rates.



While nearly all global consumers expect companies to act responsibly, half need to hear or see proof before they will believe it. Companies must share activities and results across multiple touch points and translate for consumers how their purchases can create individual impact

### BEHAVIOR CUES

55% will pay extra for products and services from companies committed to positive social impact

52% made at least one purchase in the past six months from one or more socially responsible companies

49% volunteer and/or donate to organizations engaged in social programs

WE HOPE YOU'LL BE A CHAMPION FOR THE PATIENTS AND FAMILIES  
AT KAPI'OLANI MEDICAL CENTER FOR WOMEN & CHILDREN

*Mahalo* to past corporate sponsors!



If you have any questions or would like more information please contact:

Kapi'olani Children's Miracle Network  
808-535-7112

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FOR WOMEN & CHILDREN



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