On May 7th and 8th, KSSK will broadcast LIVE from Kapi’olani Medical Center for Women & Children for the 14th Annual Radiothon for Kids. This event reaches a premium audience and includes inspiring patient stories, a phone bank staffed by sponsors and volunteers, live check presentations and celebrity appearances.
Broadcasting Live on KSSK

On May 7th and 8th, the 14th Annual Radiothon for Kids will broadcast LIVE from Kapi‘olani Medical Center for Women & Children. 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 compelling interviews with local radio celebrities – all in support of a great cause: Hawai‘i’s only Children’s Miracle Network Hospital. This year, Kapi‘olani and KSSK will be broadcasting live from the medical center’s brand new dining room for the first time.

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 two million dollars for Kapi‘olani since 2006! Children’s Miracle Network Hospitals is an international non-profit organization dedicated to raising funds and awareness for children’s hospitals. 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 (CMN) and the vital pediatric services at Kapi‘olani Medical Center to provide exceptional medical care for all of Hawai‘i’s children.

FOR EVERY $1 A COMPANY GIVES TO A CAUSE, $6 IS EARNED

58% OF CONSUMERS ARE WILLING TO PAY MORE TO COMPANIES COMMITTED TO HELPING INCREASE CHILD SURVIVAL RATES

9 in 10 GIVEN SIMILAR PRICE AND QUALITY, NINE IN TEN CONSUMERS ARE LIKELY TO SWITCH BRANDS TO ONE ASSOCIATED WITH A GOOD CAUSE
Perry & The Posse is led by Michael W. Perry, one of the most recognized and respected names in Hawai’i broadcast history. Michael has been a part of every Kapi’olani’s Radiothon for Kids since its first year.

“It’s really neat to keep seeing the kids that keep coming back to share their stories, year after year. The patients who have success stories along with the doctors, the nurses and the support team who come here, it’s a family. You’re family here and that’s what it’s all about.”

- Sweetie Pacarro

THE KSSK HAWAI’I 92.3 FM
ON-AIR PERSONALITIES

Sweetie Pacarro
Perry & The Posse
5 AM to 10 AM

Karen
Keawehawai’i
Perry & The Posse
5 AM to 10 AM

Scotty B
Monday - Friday
10 AM to 3 PM

Curt Williams
Monday - Friday
3 PM to 8 PM
Every dollar makes a difference for Kapi’olani patients like Haumea.

During her 18-week prenatal appointment, Kainoa Friel and her husband, Calen, received unexpected news. Their unborn daughter, Haumea, had a birth defect called proximal femoral focal deficiency (PFFD), a condition that leads to one leg being shorter than the other.

The 5-year-old has undergone more than 10 surgeries at Kapi’olani Medical Center for Women & Children. Recently, she underwent a 16-hour procedure called rotationplasty. This complex surgery rotates the lower leg, enabling the foot to function like a knee that can be fitted for a prosthesis.

The kindergartner is flourishing and recently took a giant leap in her recovery process. Haumea’s positivity and unstoppable attitude really shows.

“She got her prosthetic leg and named it ‘Sparkle,’” Kainoa says. “Haumea is proud of who she is. She is one of the strongest people I know.”

“Haumea named her prosthetic leg ‘Sparkle’. Haumea is proud of who she is. She is one of the strongest people I know.”

- Kainoa Friel, Haumea’s mom
14th Annual Radiothon for Kapi’olani Children’s Miracle Network

$25,000 Sponsorship
• Minimum of 25 mentions live on KSSK throughout the two-day event
• Name and logo inclusion as presenting sponsor in pre and post event communications
• Live, on-air check presentation during the Radiothon Perry & Posse morning show
• Recognition as a Matching Sponsor in a pre-event email sent to 2,000+ Kapi’olani supporters
• Plus all deliverables listed in the $10,000 package

$10,000 Sponsorship
• Kickoff event and hospital tour for your employees
• Live, on-air check presentation during Radiothon
• Promotional materials for your locations (change canisters, posters, icons)
• Plus all deliverables listed in the $5,000 package

$5,000 Sponsorship
• Recognition as a “Matching Hour Sponsor”
• 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)
• Plus all deliverables listed in the $2,000 package

$2,000 Sponsorship
• Minimum of two live mentions
• 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 Hawai’i Pacific Health’s donor report (15,000+ circulation)

Wish List Sponsorship
• Our team will work with you to fund a specific piece of equipment or program
• Opportunity to host a volunteer phone bank team for one hour (10 volunteers)
• Name and logo inclusion as lead sponsor in post event communications
• Plus all deliverables listed in the corresponding value of your gift
THE MANY WAYS TO RAISE YOUR SPONSORSHIP DOLLARS

Create a Free Online or Mobile Fundraising Page: Contact us to create an online donation page that your team can share to increase fundraising.

**Miracle Balloon Icon Campaigns:** Customers donate $1 to Kapi’olani CMN at the register, names displayed on a CMN icon and hung in-store to show community support for Kapi’olani.

**Bracelet Campaigns:** Customers donate $1 to Kapi’olani CMN 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 and donate their change to Kapi’olani CMN.

**Day/Week/Month of Giving:** Select a day, week and/or month of the year to donate a fixed percentage of the proceeds to Kapi’olani CMN.

**“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 to benefit Kapi’olani CMN.

**Grand Openings:** Donate the proceeds from Grand Opening day, week or weekend to Kapi’olani CMN.

**Go Casual For Kids:** Hold a “jeans” event when employees make a donation to Kapi’olani CMN in exchange for wearing jeans to work.

**Events:** Select Kapi’olani CMN as the beneficiary of a company event. Anything from your annual holiday party to hosting a golf tournament to throwing your own benefit concert.
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:
Kap’olani Children’s Miracle Network
808-535-7112
Colette.Forcier@hawaiipacifichealth.org | Give2Kapiolani.org/Radiothon