

Kapi'olani RADIO^{THON} for Kids



SEPTEMBER 12-13, 2024



The 18th annual Kapi'olani Radiothon for Kids will be held on Thursday and Friday, Sept. 12 and 13, on KSSK and KSSKradio.iHeart.com to support Kapi'olani Medical Center for Women & Children. This special fundraiser features stories about children who have found hope and healing at Kapi'olani. Inspiring patient stories along with check presentations by local organizations and a phone bank manned by sponsors and volunteers are what make this an engaging event. Contributions to the Radiothon have a lasting impact on the specialty care that only Kapi'olani provides.

KSSK
92.3 HAWAII

HAWAII
PACIFIC
HEALTH



Your Children's Miracle Network Hospital

KAPI'OLANI
MEDICAL CENTER
FOR WOMEN & CHILDREN



iHeartMEDIA
H O N O L U L U

ABOUT THE EVENT

On Sept. 12 and 13, the 18th annual Kapi'olani Radiothon for Kids will take to the airwaves on KSSK. By inspiring listeners to call in and donate, the LIVE broadcast helps families with children affected by illness, injury and disease. The 2023 event was a resounding success, raising a record-breaking \$820,130 thanks to the generosity of donors and community partners. This was the third year in a row the Radiothon raised more than half-a-million dollars to support Kapi'olani's vital work in caring for Hawai'i's keiki.

We are honored to have KSSK as a 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 \$4 million for the medical center since 2007. Children's Miracle Network Hospitals is an international not-for-profit organization that raises funds and awareness for children's hospitals. Kapi'olani is proud to be the only Children's Miracle Network Hospital in Hawai'i serving keiki and their families across the Pacific region.



BY THE NUMBERS

17th annual Kapi'olani Radiothon for Kids

28 hours

of live broadcasting over 2 days

All 6

iHeart stations engaged in Kapi'olani Radiothon

30

sponsors

1,100+

donors

More than 200

volunteers

36

heartfelt interviews





\$820,130

raised for Hawai'i's keiki



BECOME A SPONSOR

The Kapi'olani Radiothon for Kids is an excellent opportunity to showcase your company's support for Kapi'olani Medical Center for Women & Children to a global radio audience.

SPONSORSHIP BENEFITS	 PUEO SPONSOR \$30,000+	 PUA SPONSOR \$25,000+	 HONU SPONSOR \$10,000+	 NĒNĒ SPONSOR \$5,000+
Recognition as a "Triple Matching Sponsor" during the most popular hours for listeners.	✓	✗	✗	✗
Name and logo inclusion as a LEAD sponsor in pre- and post-event communications.	✓	✗	✗	✗
Recorded radio spots highlighting your support to be aired during the Kapi'olani Radiothon on KSSK's popular "Perry & The Posse" morning show.	✓	✗	✗	✗
Recognition as a matching sponsor in a pre-event email sent to more than 4,500 Kapi'olani supporters.	✓	✗	✗	✗
Recognition as a Triple Matching sponsor in pre- and post-event communications.	<i>Recognized as a Lead Sponsor</i>	✓	✗	✗
Recorded radio spots highlighting support to be aired during Kapi'olani Radiothon.	✓	✓	✗	✗
Company spotlight in post-event highlight video.	✓	✓	✗	✗
Promotional materials for your locations, including change canisters, posters, promotional and fundraising materials.	✓	✓	✗	✗
Recognition as a "Matching Hour Sponsor."	<i>Recognized as a Lead Sponsor</i>	<i>Recognized as a Triple Matching Sponsor</i>	✓	✗
Opportunity for a company representative to share your check presentation live on-air during the event.	✓	✓	✓	✗
Opportunity for check presentation photo to be posted on social media for over 21K followers on Kapi'olani's Facebook and Instagram accounts.	✓	✓	✓	✗
Invitation to Kapi'olani Children's Miracle Network All-Partner Celebration.	✓	✓	✓	✗
Recognition as a "Matching Blitz Sponsor" or "Wish List Shopping Hour Sponsor" during the broadcast.	<i>Recognized as a Lead Sponsor</i>	<i>Recognized as a Triple Matching Sponsor</i>	<i>Recognized as a Matching Hour Sponsor</i>	✓
Opportunity to engage your employees by volunteering a team of 10 at the phone bank for one hour.	✓	✓	✓	✓
Customized giving webpage.	✓	✓	✓	✓
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.
- Plus all deliverables listed in the sponsorship level that corresponds with the value of your gift.



Our sponsor levels have been inspired by the levels in Kapi'olani's beloved parking garage, which is the first area many of our patients and families visit at Kapi'olani.

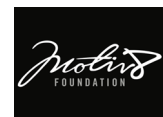


Mahalo

TO OUR 2023 SPONSORS



D. SUEHIRO ELECTRIC, INC.



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

Kapi'olani Children's Miracle Network
808-535-7112 • Joseph.Block@HawaiiPacificHealth.org
Give2Kapiolani.org/Radiothon