

# Kapi'olani RADIOTHON for Kids



## SEPTEMBER 11—12, 2025



The 19th annual Kapi'olani Radiothon for Kids will be held on Thursday and Friday, Sept. 11 and 12, on KSSK and KSSKRadio.iHeart.com to support Kapi'olani Medical Center for Women & Children. This special community-focused fundraiser is especially engaging, featuring inspiring stories of children who found hope and healing at Kapi'olani; a spirited phone bank manned by sponsors, volunteers and Kapi'olani staff; and check presentations from local organizations

**KSSK**  
92.3 HAWAII

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

**iHeartMEDIA**  
HONOLULU

## ABOUT THE EVENT

On Sept. 11 and 12, the 19th annual Kapi'olani Radiothon for Kids will take to the airwaves on KSSK. The live broadcast inspires listeners to call in and donate to help families with children affected by illness, injury and disease. In 2024, we temporarily pivoted from Radiothon and directed our fundraising efforts to Giving Tuesday with the support of the community. Generous donors and community partners raised an impressive \$658,651 for 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

Kapi'olani  
**RADIOTHON**  
for Kids

**28 hours**

of live broadcasting over 2 days

Broadcast on all

**6**

Hawai'i iHeart stations

**30**

sponsors

**1,500+**

donors

**200+**

volunteers

**36**

heartfelt interviews





**Over \$4 Million**

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.

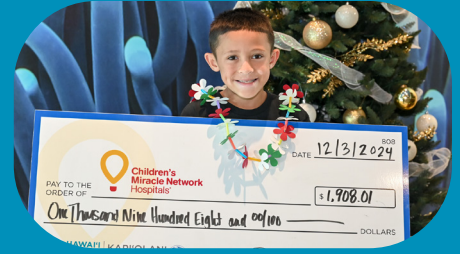
SPONSORSHIP BENEFITS	 PUEO SPONSOR \$30,000+	 PUA SPONSOR \$25,000+	 HONU SPONSOR \$10,000+	 NĒNĒ SPONSOR \$5,000+
Recognition as a "Triple Matching Sponsor" during the most popular hours for listeners.	✓	✗	✗	✗
Name and logo inclusion as a Lead sponsor in pre- and post-event communications.	✓	✗	✗	✗
Recorded 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 Lead Sponsor in pre- and post-event communications.	<i>Recognized as a Triple Matching Sponsor</i>	✓	✗	✗
Recorded radio spots highlighting support to be aired during the 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 Triple Matching Sponsor</i>	<i>Recognized as a Lead Sponsor</i>	✓	✗
Recognition as a matching sponsor in a pre-event email sent to more than 4,500 Kapi'olani supporters.	✓	✓	✓	✗
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 to over 21,000 followers on Kapi'olani's Facebook and Instagram accounts.	✓	✓	✓	✗
<b>Invitation to Kapi'olani Children's Miracle Network All-Partner Celebration held every spring.</b>	✓	✓	✓	✗
Recognition as a "Matching Blitz Sponsor" or "Wish List Shopping Hour Sponsor" during the broadcast.	<i>Recognized as a Triple Matching Sponsor</i>	<i>Recognized as a Lead 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 a sponsor in post-event communications.	✓	✓	✓	✓
Name inclusion in Hawai'i Pacific Health's annual donor report (15,000+ circulation).	✓	✓	✓	✓

## Wish List Sponsorship

- Our team will work with you to fund a specific piece of equipment or program.
- Sponsors will receive all deliverables of the sponsorship level that corresponds with the value of the gift.



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



# Mahalo

TO OUR 2024 SPONSORS



Do you have questions or want more information? Get in touch with us!

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