



Kids Can't Wait  
**RADIOTHON**

Helping One Child at a Time

In support of



**The Children's  
Foundation**

Helping One Child at a Time

October 2, 2024  
6am - 6pm



# Media Partners



- Coverage across 3 Counties
- 9 radio stations broadcasting
- Live on location at Kids Can't Wait headquarters
  - Hundreds of Donors
  - Thousands of people listening
- Over \$70,000 raised to support children in need of extra support





# Hourly Sponsors

Be a Kids Can't Wait Champion!



On Wednesday, join us by sponsoring one (1) hour of the Radiothon Broadcast. Your business will be in the spotlight for that hour across **6 radio stations** – **Mix 97, Rock 107, 800 CJBQ, Hits 95.5, Cool 100, County FM.**

You choose the Hour. **12 sponsors in total**

**BREAKFAST** (6am, 7am, 8am, 9am) \$2,500 per hour

- On Air Promos two (2) weeks leading up to the event on 9 radio stations. A total of 20 promos will air per station, per week for a total of 275 promos
- Business Name included in recorded liner which will air a minimum of two (2) times throughout the hour
- Live chatter by the announcers
- Social media & website recognition leading up to and following the event.

**MID DAY** (10am, 11am, 12pm, 1pm, 2pm) \$2,000 per hour

- On Air Promos two (2) weeks leading up to the event on 9 radio stations. A total of 20 promos will air per station, per week for a total of 275 promos
- Business Name included in recorded liner which will air a minimum of two (2) times throughout the hour
- Live chatter by the announcers
- Social media & website recognition leading up to and following the event.

**DRIVE HOME** (3pm, 4pm, 5pm) \$2,250 per hour

- On Air Promos two (2) weeks leading up to the event on 9 radio stations. A total of 20 promos will air per station, per week for a total of 275 promos
- Business Name included in recorded liner which will air a minimum of two (2) times throughout the hour
- Live chatter by the announcers
- Social media & website recognition leading up to and following the event.



# Community BBQ In-Kind Sponsor

*Be a Kids Can't Wait Champion!*



11a.m.-1 p.m. on Oct 2nd at the TCF office parking lot on Dundas St. W. Belleville

This is a high-traffic, high-visibility location where we are preparing for 200-300 visitors over the lunch hour.

200 Hamburgers, 100 Sausages, condiments, tomato, onion, napkins, vegetarian option



## **Deliverables for an exclusive in-kind sponsorship:**

- Tagged you on TCF social media leading up to and on the event
- Live chatter & shoutouts by radio announcers on event day
- Your branded tent on display for the day (you provide)
- Your banner hung in a prime location visible from the Hwy 2
- Certificate of thanks to hang in your store
- Satisfaction of knowing you've been an integral part of improving the lives of disadvantaged children

# Portion of Proceeds Sponsor

## Be a Kids Can't Wait Champion!



Be part of the day in your own unique way! ANY business can be involved in the excitement of Kids Can't Radiothon simply by doing business as usual.

### Here are some ways you can participate:

- Donate a portion of your sales for the day
- Hold a ROUND UP campaign asking patrons to round up the total of their purchase
- Select a specific product to promote and donate a portion of the profit
- Agree to promote Kids Can't Wait Radiothon on your billboard or digital sign
- Display a donation box on your counter

### Deliverables include:

- Tagged on TCF social media leading up to and on the event
- Included on a list of participating businesses on TCF website
- Live chatter & shoutouts by radio announcers on event day
- Certificate of thanks to hang in your store/office

# Who to Contact

Be a Kids Can't Wait Champion!



For more information or to secure your participation, please contact

## Title and Hourly Sponsorships

Zoey Jouwstra, Donor Relations & Event Specialist [Zoey.Jouwstra@thechildrensfoundation.ca](mailto:Zoey.Jouwstra@thechildrensfoundation.ca)

Melanie Cressman, Executive Director [Melanie.Cressman@thechildrensfoundation.ca](mailto:Melanie.Cressman@thechildrensfoundation.ca)

## Portion of Proceeds

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