



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 1, 2025
6am - 6pm

Join Us!



Established in 2020 as a means of connecting with the community during the isolation phases of the pandemic, the Kids Can't Wait Radiothon continues to be a signature event for The Children's Foundation. This **one-day, 12-hour event** raises awareness of children living with extreme hardship and fundraises to provide enriching experiences and life-changing supports. This single event makes a difference for hundreds of disadvantaged children in our region. In 2025 we are excited to have 9 radio stations across Hastings, Northumberland, and Prince Edward County participating. This offers both a regional and local presence as we raise money for kids in all regions.



Did you know?

Over 700 children and youth living with their families are considered at risk of abuse, neglect, or abandonment in our region and are under the close watch of Highland Shores Children's Aid.

Less than 10% are living in foster homes, institutional settings, or with extended family as a result of these situations. The others are working with the HSCA team who provides support to families to foster nurturing, caring and safe parental relationships.

Each year, an average of 50 youths, age-out of child welfare, often leaving them without any financial or emotional support as they branch out on their own.

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



Title Sponsorship Opportunity

\$7,500 - SOLD



As Title Sponsor, your business will be in the spotlight across all **9 radio stations** – **Mix 97, Rock 107, 800 CJBQ, HITS 95.5, Cool 100, 97.7 Moose FM, 99.3 County FM, 93.3 MYFM Northumberland, & Oldies 100.9.**

As well as:

- Your business name included in all promos on 9 local area radio stations leading up to event – A total of **280** recorded promos
- Recorded promos throughout the day of the event on ALL 9 radio stations
- Your business will be promoted live on air by announcers for 12 hours
- Opportunity for on-air interviews on October 1st
- Recorded vignette exclusive to the Title Sponsor
- Social media promotion across all TCF platforms leading up to and on Radiothon day
- Space to be live on location day of the event with signage, tent, marketing materials), should you wish
- BBQ Lunch for 10 members of your team at the Kids Can't Wait headquarters
- Letter of thanks and certificate for your office(s)

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 **8 radio stations** – **Mix 97, Rock 107, 800 CJBQ, Hits 95.5, Cool 100, 99.3 County FM, 93.3 MYFM, Oldies 100.9.**

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 8 anticipated 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) \$2,000 per hour

- On Air Promos two (2) weeks leading up to the event on 8 anticipated 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 (2pm, 3pm, 4pm, 5pm) \$2,250 per hour

- On Air Promos two (2) weeks leading up to the event on 8 anticipated 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 1st 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

Dreya.Richardson@thechildrensfoundation.ca - Dreya Richardson, Community Engagement & Events Coordinator
cassandrabonn@mix97.com - Cassandra Bonn

Portion of Proceeds

Kelly.Noakes@thechildrensfoundation.ca - Kelly Noakes, Operations Support

TCF Office 613-962-9292

