

**All-Star  
KAYLA**

**YOU CAN HELP KIDS WITH  
CANCER AND THEIR FAMILIES.**



**RADIOTHON2025**

IN MEMORY OF DON SNYDER



**30%**  
**increased need**

*Pinky Swear Foundation has seen the need for financial support increase by 30% for families facing childhood cancer in 2025.*

Every time a family hears the words “your child has cancer,” they are forced to make hard decisions. They ask themselves: “Do I keep working while having to take large amounts of time off for treatments and hospital stays? If I quit my job to take care of them will we survive financially?”

Medical bills can be delayed, but rent is due, bills still come, and food is a necessity. Families facing childhood cancer need help with everyday expenses.

**Pinky Swear Foundation provides financial support for housing, food, and transportation through three programs:**

**Pinky Swear Orange Envelope**

Encouragement and gift card when a child is newly diagnosed.

**Pinky Swear All-Star Fund**

Keeping meals on the table, rent paid and gas tanks full.

**Pinky Swear Pantry - Blank Children's Hospital**

Keeping families nourished during cancer treatment.



**PINKYSWEAR**  
**FOUNDATION**  
Helping Kids with Cancer





## YOU CAN HELP.

### Become a sponsor of Radiothon 2025.

The 2025 Pinky Swear Radiothon, presented by Dean Snyder Construction, will take place on Friday, December 12. NEWSRADIO 1040 WHO will again partner with Pinky Swear Foundation and devote an entire day on-air to raise crucial financial support to help kids with cancer and their families.

As a sponsor, you make Radiothon possible! Iowa families share powerful stories on air, showing exactly how your support makes a difference. Their voices move listeners to give, and you will see the impact in every call and donation that comes in.

We will also continue to honor our beloved friend, Don Snyder, who passed away in 2023. Don's passion for the mission at Pinky Swear will live on through the beautiful legacy he created, and it will be celebrated annually at Radiothon.

### The Original Pinky Swear Promise

Just before nine-year-old Mitch passed away from bone cancer, he made his father pinky swear promise always to help kids with cancer – even after he was gone. More than 20 years later, Pinky Swear Foundation continues to support children with cancer and their families with everyday expenses.

#### Goal

Raise \$350,000 for kids with cancer

#### Host

NEWSRADIO 1040 WHO-AM

#### When

Friday, December 12, 2025

#### Where

2141 Grand Avenue Des Moines, IA 50312



# RADIOTHON2025

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## SPONSORSHIP BENEFITS

DEADLINE: NOV. 6, 2025

### Premier Sponsor - **Priceless**

- Premier placement as “Presented by” on all event promotions
- Special check presentation during the event
- Exclusive on-air interview to launch Radiothon announcement
- Four corporate matching hours dedicated to amplifying impact
- On-air interviews both during and leading up to the event
- Recognition on WHO & Pinky Swear social media platforms
- Logo prominently featured on Pinky Swear’s website
- Exclusive volunteer opportunities during the event

### Platinum Sponsor - **\$25,000**

- Check presentation before the event
- Three corporate matching hours dedicated to amplifying impact
- On-air interviews both during and leading up to the event
- Recognition on WHO & Pinky Swear social media platforms
- Logo showcased on Pinky Swear’s website
- Volunteer opportunities during the event

### Gold Sponsor - **\$20,000**

- Check presentation before the event
- Two corporate matching hours dedicated to amplifying impact
- On-air interviews both during and leading up to the event
- Recognition on WHO & Pinky Swear social media platforms
- Logo highlighted on Pinky Swear’s website
- Volunteer opportunities during the event

### Silver Sponsor - **\$15,000**

- One corporate matching hour dedicated to amplifying impact
- On-air interview during the event
- Recognition on Pinky Swear social media platforms
- Logo featured on Pinky Swear’s website
- Volunteer opportunities during the event

### Bronze Sponsor - **\$10,000**

- On-air interview during the event
- Recognition on Pinky Swear social media platforms
- Logo displayed on Pinky Swear’s website
- Volunteer opportunities during the event

### Supporter - **\$5,000**

- On-air promotional mentions during the event
- Recognition on Pinky Swear social media platforms
- Logo included on Pinky Swear’s website
- Volunteer opportunities during the event

### Contributor - **\$3,000**

- On-air promotional mentions during the event
- Name featured on Pinky Swear’s website
- Volunteer opportunities during the event

### Friend - **\$1,500**

- Name featured on Pinky Swear’s website
- Volunteer opportunities during the event

All sponsorship packages can be customized! Please share your ideas and business objectives with us to create a unique package for both our organizations!

**SPONSORSHIP DEADLINE: NOVEMBER 6, 2025**

Contact MaryBeth Meyer, Director of Marketing  
at [marybeth.meyer@pinkyswear.org](mailto:marybeth.meyer@pinkyswear.org).



# RADIOTHON2025

IN MEMORY OF DON SNYDER

I want to support the 2025 WHO Pinky Swear Radiothon as a (please select all that apply):

☐ Cash Sponsor | ☐ In-Kind Sponsor | ☐ Individual Donor

## PLEASE SELECT THE CORRECT SPONSORSHIP LEVEL:

<input type="checkbox"/> Premier Sponsor		<input type="checkbox"/> Bronze Sponsor	\$10,000
<input type="checkbox"/> Platinum Sponsor	\$25,000	<input type="checkbox"/> Supporter	\$5,000
<input type="checkbox"/> Gold Sponsor	\$20,000	<input type="checkbox"/> Contributor	\$3,000
<input type="checkbox"/> Silver Sponsor	\$15,000	<input type="checkbox"/> Friend	\$1,500

## IN-KIND SPONSORSHIP

Please provide a description of the in-kind donation and include any applicable restrictions:

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Estimated Fair Market Value: 

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## CONTACT/PAYMENT INFORMATION

Sponsor Listed As: 

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Name: 

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 Address: 

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City: 

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 State: 

---

 Zip: 

---

Phone: 

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 E-Mail: 

---

Total Amount: \$ 

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 Enclosed Check | ☐ Pay Online | ☐ Credit Card

Credit Card Number: 

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 Expiration: 

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 CSV Number: 

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Pinky Swear Foundation | 5555 West 78th Street, Suite E, Edina, MN 55439

Pinky Swear Foundation Tax ID: 56-2384527