


RADIOTHON 2024



DEAN SNYDER
CONSTRUCTION
est. 1958

WHO
NEWSRADIO 1040

PINKYSWEAR
FOUNDATION

RADIOTHON 2024

IN MEMORY OF DON SNYDER

S P O N S O R S H I P G U I D E



RADIOTHON 2024

The 2024 WHO Pinky Swear Radiothon, presented by Dean Snyder Construction, will take place on Thursday, December 5. 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.

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.

Our Story

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. 20 years later, Pinky Swear Foundation continues to support children with cancer and their families with everyday expenses, including gas, groceries, and housing payments.

Goal

Raise \$350,000 for kids with cancer

Host

NEWSRADIO 1040 WHO-AM

When

Thursday, December 5, 2024

Where

2141 Grand Avenue Des Moines, IA 50312



RADIOTHON 2024

IN MEMORY OF DON SNYDER

SPONSORSHIP BENEFITS

DEADLINE: NOV. 6, 2024

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, 2024

Contact MaryBeth Meyer, Director of Marketing at marybeth.meyer@pinkyswear.org.



RADIOTHON 2024

IN MEMORY OF DON SNYDER

I want to support the 2024 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 |
| <input type="checkbox"/> Gold Sponsor | \$20,000 | <input type="checkbox"/> Contributor |
| <input type="checkbox"/> Silver Sponsor | \$15,000 | <input type="checkbox"/> Friend |
| | | \$5,000 |
| | | \$3,000 |
| | | \$1,500 |

IN-KIND SPONSORSHIP

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

Estimated Fair Market Value: _____

CONTACT/PAYMENT INFORMATION

Sponsor Listed As: _____

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Total Amount: \$ _____ Enclosed Check | Pay Online | Credit Card

Credit Card Number: _____ Expiration: _____ CSV Number: _____

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

Pinky Swear Foundation Tax ID: 56-2384527