

WKLH **MIRACLE** MARATHON

presented by Mars Family Foundation
with Dave and Dorene and The Morning 'KLH

benefiting Children's Wisconsin

May 16 - 17, 2024

SPONSORSHIP OPPORTUNITIES

Your support can impact countless lives

For nearly 130 years, Children's Wisconsin has provided exceptional pediatric care and services for kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. We rely on support from our community and corporate partners to make a difference in the lives of the children we serve, and we hope you will consider making an investment.

Miracle Marathon

Throughout the two-day Miracle Marathon radiothon, parents, patients and care providers share remarkable stories of hope and healing live on WKLH and wklh.com. These powerful stories showcase the impact Children's programs and services have on countless children and families across the state.

In 2023, our listeners helped us raise **\$1,030,000**—contributing to the **more than \$29 million** the signature event has raised in its 26-year history!



Kids deserve the best.

Be a part of something special

As a sponsor of Miracle Marathon, you directly support the physical, social and mental health of Wisconsin's kids and teens. It's your support that allows Children's to provide the very best care to kids.

As a sponsor, your brand will:

- Reach hundreds of thousands of listeners and supporters through on-air mentions as well as digital and event-day benefits
- Have the opportunity to engage your employees to volunteer in the phone bank or another portion of the event
- Gain greater exposure and goodwill by partnering with one of the nation's top pediatric hospitals
- Lead the way for other Wisconsin companies by investing in a statewide asset we all depend on









YOUR BRAND'S REACH

Sponsors of Miracle Marathon will receive brand exposure across a wide audience of Children's Wisconsin supporters and WKLH listeners.*

Children's Wisconsin

Reach engaged donors, advocates and patient families across Children's channels:

-  **160,000 Facebook followers**
-  **130,000 email subscribers**
-  **27,000 LinkedIn followers**
-  **21,000 X followers**
-  **20,000 Instagram followers**
-  **7,000 event and fundraising website page views**

96.5 WKLH

Reach listeners across WKLH and wklh.com from Racine to Madison to Manitowoc:

-  **264,000 weekly cumulative listeners** on 96.5 WKLH**
-  **100,000 monthly streams** on wklh.com
-  **46,000 website visitors** to wklh.com
-  **22,000 Facebook followers**
-  **1,400 Instagram followers**
-  **11,000 website visitors** to wklh.com/miracle

Listeners are 63% men and 37% women, primarily ages 25-64 — with a median age of 52.†

*Specific benefits vary by sponsorship level.

**Cumulative listeners are people who listen to a station for at least five minutes during any time period.

†Sources: Milwaukee-Racine Nielsen R1 A18+ June'22-May'23, Scarborough R1 Feb'22-Feb'23.



Thank YOU!
For your support!

SPONSORSHIP OPPORTUNITIES

Exclusive sponsorship benefits for each level follow. Please see the next page for additional benefits.

\$50,000+

Presenting Sponsor (SOLD)

Be the presenting sponsor of the entire 2024 Miracle Marathon two-day event, "WKLH Miracle Marathon for Children's Wisconsin, presented by your company!"

Exclusive sponsorship benefits include:

- Company name inclusion in event logo, used across website, email and social communications as well as hospital and event-day signage
- Pre- and post-event interview for company representative (+ additional replay during event)
- Prominent company name and/or logo recognition across all website, email and social communications as well as event-day signage
- Unique volunteering opportunities tailored to sponsor interests

\$25,000+

Celebrity Sponsor

Be associated with celebrity engagement at Miracle Marathon! Sponsor local and/or national celebrity on-air interviews and shout-outs — an in-person appearance (not guaranteed) would include an exclusive VIP experience with branded step and repeat for photo opportunities.

\$15,000+

Broadcast Sponsor (2 available)

Sponsor one full day of the on-air broadcast for Miracle Marathon. The entire studio will be branded with your logo and your company will be mentioned 45+ times!

Grateful Family Sponsor

Sponsor a moment of gratitude for patient families sharing their story, complete with branded space for families to relax/prepare for interviews and a table for company volunteers to hand out small thank-you gifts.

Triple Power Burst Sponsors (6 available)

Drive one of the strongest hours of fundraising. Your sponsorship will be featured as a \$15,000, dollar-for-dollar, Triple Power Burst, complete with a challenge to all donors to help raise \$30,000 during the hour. There are three sponsorships available per day, each for one hour (noon, 3 p.m., 4 p.m. available each day).

**Exclusive hours are reserved on a first-come, first-served basis.*

\$10,000+

Miracle Stories Sponsor (2 available)

Your brand will have exclusive sponsorship of on-air patient stories throughout one entire day of Miracle Marathon.

Volunteer Sponsor

Support our volunteers with exclusive signage, branded volunteer space, premium logo placement on volunteer t-shirts and the opportunity for your team to volunteer during the two-day event.

Digital Match Sponsor

Drive online fundraising with a \$10,000, dollar-for-dollar match, promoted for one week leading up to the event across website, social media and email communications.

\$7,500+

Health Care Hero Sponsor

Sponsor a moment of gratitude for Children's employees stopping by the event! Branded space to include table with company volunteers distributing thank-you cards for event attendees to sign/decorate for health care heroes.

Kids Corner Sponsor

Sponsor both days of the Kids Corner! Branded space inside the hospital lobby to feature opportunity for company volunteers to participate in crafts/activities with patients.

\$5,000+

Power Burst Sponsors (10 available)

Distinctive on-air recognition through Power Hours, inviting phone bank callers to "double their donation" thanks to your \$5,000 matching gift. There are five sponsorships available per day, each for one hour (6 a.m., 7 a.m., 8 a.m., 11 a.m., 2 p.m.). **Exclusive hours are reserved on a first-come, first-served basis.*

Phone Bank Sponsor

Your name will be mentioned during the live broadcast when the phone number is given to call in and donate.

Total Board Sponsor

Take a prominent role in the excitement as the Total Board Sponsor! Each time the donation total is updated on air, your name will be mentioned as the sponsor.

Wall of Miracles Sponsor

Sponsor the full digital story library of Miracle Marathon interviews, photos, etc., on the WKLH event website.



Kids deserve the best.