

WKLH **MIRACLE** MARATHON

with Dave Luczak and the WKLH Morning Show

benefiting Children's Wisconsin

May 18 - 19, 2023

SPONSORSHIP OPPORTUNITIES

Help us help kids

For more than 125 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 in the community.

In 2022, our listeners helped us raise **\$1,005,000**—contributing to the **more than \$28 million** the signature event has raised in its 25-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, direct mail and event-day benefits
- Have the opportunity to engage your employees to volunteer in the phone bank during 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:

-  **161,000 Facebook followers**
-  **130,000 email subscribers**
-  **23,000 LinkedIn followers**
-  **22,000 Twitter followers**
-  **19,000 Instagram followers**
-  **5,000 website visitors**

96.5 WKLH

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

-  **257,000 weekly listeners** on 96.5 WKLH
-  **100,000 monthly streams** on wklh.com
-  **46,000 website visitors** to wklh.com
-  **23,000 Facebook followers**
-  **11,000 website visitors** to wklh.com/miracle

Listeners are 65% men and 35% women, primarily ages 25-64 — with a median age of 48.

**Specific benefits vary by sponsorship level.*

SPONSORSHIP OPPORTUNITIES

\$50,000+

25th Anniversary Presenting Sponsor

Be the presenting sponsor of the entire 2023 Miracle Marathon two-day event, “WKLH Miracle Marathon for Children’s Wisconsin, presented by your company!”

Exclusive sponsorship benefits include:

- Name mention during “25 Days of Miracle Marathon,” a special broadcast on WKLH leading up to the event, celebrating the 25th anniversary and sharing past stories
- Exclusive interview during Miracle Marathon for company representative (+ additional replay)
- Specialty signage inside the hospital leading up to the event (elevator wraps, pull-up banners, etc.)

\$25,000+

Broadcast Sponsor

Sponsor the two-day on-air broadcast for Miracle Marathon, the entire studio will be branded with your logo and your company will be mentioned 150+ times.

Celebrity Sponsor

Be involved in bringing a celebrity to Miracle Marathon! Sponsor an on-air celebrity interview during the event, including an exclusive VIP experience with branded step and repeat for photo ops.

\$15,000+

Grateful Family Lounge Sponsor

Brand the space for our amazing patient families to relax and prepare for their interviews at Miracle Marathon!

Triple Power Burst Sponsors (6 available)

Your sponsorship will be featured as a TRIPLE MATCH for all donations made in that hour. Drive one of the strongest hours of impact through fundraising during the entire Miracle Marathon. 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+

Auction Sponsor

Sponsor the silent auction, complete with your branding at the physical auction space, logo exposure on the auction platform and name associated with on-air auction reminders.

Miracle Stories Sponsor (2 available)

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

Volunteer Sponsor

Support the volunteers of Miracle Marathon with exclusive signage, branded volunteer space, premium logo placement on volunteer t-shirts and the opportunity to bring your team to volunteer at the phone bank during the two-day event.

\$5,000+

Kids Corner Sponsor

Sponsor the Kids Corner at Miracle Marathon with branded space inside the hospital lobby and exclusive branded craft/delivery to children throughout the hospital.

Livestream Sponsor

Sponsor the social media livestream on WKLH and Children's Wisconsin Facebook pages.

Power Burst Sponsors (8 available)

Distinctive on-air recognition through "power hours," inviting phone bank callers to "double their donation" thanks to your matching gift. There are four sponsorships available per day, each for one hour (6 a.m., 7 a.m., 8 a.m., 11 a.m. available each day).

**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.

For full benefit details per level, see next page.

SPONSORSHIP BENEFITS

	Pre-event				
	\$50,000+	\$25,000+	\$15,000+	\$10,000+	\$5,000+
Exclusive sponsorship opportunities	25th Anniversary Sponsor	Broadcast or Celebrity	Patient Family Lounge or Triple Power Burst	Auction, Miracle Stories or Volunteers	Kids Corner, Livestream, Power Burst, Phone Bank, Total Board or Wall of Miracles
Recognition in February mailing	✓				
Recognition on event website	Logo & link	Logo & link	Logo & link	Logo & link	Logo & link
Recognition on WKLH website	Logo on homepage	Logo	Logo	Logo	Logo
Recognition in Children's Wisconsin emails	5	3	3	3	3
Recognition in WKLH emails	8	2	2	2	2
Event page Facebook posts	5 posts	1 post	1 post	1 post	Shared post
Save the Date Postcard	Logo	Logo	Logo		
On-air mentions	125	40	30	20	10

	Event day				
	\$50,000+	\$25,000+	\$15,000+	\$10,000+	\$5,000+
Check presentation at the event	✓				
On-air interview	1 interview + replay	1 interview			
Logo on event-day lobby signage	✓	✓	✓	✓	✓
On-air mentions	48	20	15	10	6
Logo on t-shirts	✓	✓	✓	✓	✓
Children's Wisconsin social media post	5 posts	1 post	1 post	1 post	Shared post
WKLH social media post	✓	✓	✓	✓	✓
Volunteer opportunity	✓	✓	✓	✓	✓

	Post-event				
	\$50,000+	\$25,000+	\$15,000+	\$10,000+	\$5,000+
WKLH on-air thank-you announcements	✓				
Children's Wisconsin thank-you email	Logo	Logo	Logo	Logo	Logo
WKLH thank-you email	Logo	Logo	Logo	Logo	Logo
Children's Wisconsin thank-you social media post	✓	✓	✓	✓	✓
WKLH thank-you social media post	✓	✓	✓	✓	✓
Recognition in Children's Wisconsin impact report	Logo	Logo	Logo	Logo	Logo



Kids deserve the best.