



20<sup>th</sup> Annual!  
December 14, 2018  
Mall of America

*Benefitting Children's Cancer Research Fund  
& Gillette Specialty Children's Healthcare*

### 20 Years of Making a Difference:

On Dec. 14<sup>th</sup>, KS95-FM will open its airwaves, broadcasting live from the Mall of America, to share stories of families who've been touched by pediatric cancer with over half a million metro area listeners.

Your sponsorship of Children's Cancer Research Fund through the KS95 for Kids® Radiothon will change lives by accelerating life-saving research, providing state-of-the-art technology, and expanding programs to help brave children beat the odds. You will support the brightest minds in pediatric oncology as they work to make a crucial difference.

With the support of partners like you and KS95's engaged listeners, the Radiothon has raised more than \$14 million for Children's Cancer Research Fund and Gillette Specialty Children's Healthcare.

### KS95 Listeners:

For more than forty-five years, KS95 has been a Minnesota market-leader. Today, it is the Twin Cities' #1 adult contemporary station with more than a half million metro and regional listeners.

- 79% own a residence.
- 75% are age 25 to 54.
- 59% are employed full-time.
- 55% hold white collar jobs.
- 54% earn \$75k or more (household).
- 44% have a college degree or more.
- 40% have two children (under 18).

### Past Sponsors Include:

Target	Comcast	CH Robinson
Best Buy	Anytime Fitness	SuperAmerica
Deli Express	Treasure Island	Dairy Queen



# Sponsorships



	Prime Drive Time Hour \$15,000	Phone Bank Sponsor \$15,000	Online Donation Sponsor \$10,000	Hour Sponsor \$10,000	Half Hour Sponsor \$5,000
On-Air Mentions (minimum)	15	10	10	10	3
KS95 for Kids Website Highlight	•				
KS95 Website Highlight	•		•		
On-Air Check Presentation, Photo, and Interview	•	•			
Phone Bank Volunteer Opportunity*	•	•		•	
KS95 & KS95 for Kids Facebook Highlights	•	•	•	•	
Logo in On-Site Recognition Banner	•	•	•	•	•
Logo on KS95 for Kids Website	•	•	•	•	•
Logo on Volunteer & Donor T-Shirts	•	•	•	•	•
Logo on 2 KS95 for Kids Emails (2.4k)	•	•	•	•	•
Name in Loyal Listener Club Email (80k)	•	•	•	•	•
Name in Issue of Charities' Newsletters	•	•	•	•	•

*\*Pending Availability*

## Category Timeslots:

### Prime Drive Time Hour

7-8 am, 8-9 am, 4-5 pm, 5-6 pm

### Online Daily Donation Sponsor

12/10, 12/11, 12/12, 12/13

### Hour & Half Hour Sponsor

Between 6-7 am, 9-10 am, 10-11am,  
11 am-12 pm, 12-1 pm, 1-2 pm, 2-3 pm, 3-4 pm

