20 Years of Making a Difference:

On Dec. 14th, 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
- Best Buy
- Deli Express
- Comcast
- Anytime Fitness
- Treasure Island
- CH Robinson
- SuperAmerica
- Dairy Queen

20th Annual!
December 14, 2018
Mall of America

Benefitting Children’s Cancer Research Fund & Gillette Specialty Children’s Healthcare
## Sponsorships

### KS95 for Kids Radiothon

<table>
<thead>
<tr>
<th>On-Air Mentions (minimum)</th>
<th>Prime Drive Hour $15,000</th>
<th>Phone Bank Sponsor $15,000</th>
<th>Online Donation Sponsor $10,000</th>
<th>Hour Sponsor $10,000</th>
<th>Half Hour Sponsor $5,000</th>
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<tr>
<td>KS95 for Kids Website Highlight</td>
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<td>KS95 Website Highlight</td>
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<td>On-Air Check Presentation, Photo, and Interview</td>
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<td>Phone Bank Volunteer Opportunity*</td>
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<td>KS95 &amp; KS95 for Kids Facebook Highlights</td>
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<td>Logo in On-Site Recognition Banner</td>
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<td>Logo on KS95 for Kids Website</td>
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<td>Logo on Volunteer &amp; Donor T-Shirts</td>
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<td>Logo on 2 KS95 for Kids Emails (2.4k)</td>
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<td>Name in Loyal Listener Club Email (80k)</td>
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<td>Name in Issue of Charities’ Newsletters</td>
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*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