



**Nicklaus
Children's
Hospital**

iHeart4Kids

A Radiothon on
93.9 MIA & NewsRadio 610 WIOD



iHeart4Kids- Benefiting Nicklaus Children's Hospital



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2023 iHeart4Kids

On Thursday, November 2nd, 2023, Nicklaus Children's Hospital and iHeartMedia proudly join forces as iHeart4Kids for an unforgettable event. Tune in to 93.9 WMIA and NewsTalk 610 WIOD to experience your favorite music and engaging news/talk shows, while also being inspired by heartwarming stories shared by patients, their families, and the dedicated doctors of Nicklaus Children's Hospital. Together, we aim to raise essential funds that will make a profound difference in providing the best care for children when they need it most. Throughout the event, we invite our listeners to contribute in any way they can through generous donations – and every dollar makes a difference.

Nicklaus Children's holds a special place in our community, touching the lives of countless individuals. It's not just our listeners, clients, and radio personalities who have experienced the positive impact of this remarkable organization; it's practically everyone. That's why iHeartMedia is committed to encouraging our clients to join us in backing this exceptional cause that resonates with our community. In this presentation, you will discover in-depth details highlighting the extraordinary, world-class treatments that are saving lives every single day. Together, let's make a real difference and support this invaluable mission.



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How the HALO EFFECT Extends to Radiothon Sponsors



WHAT IS THE HALO EFFECT?

An unconscious favorable bias based on positive impressions.

Example: Sponsoring your local CMN Hospitals Radiothon comes with the positive association of shared values that get attributed to your organization.

HOW SPONSORSHIP BENEFITS BUSINESSES:



HOW DOES SPONSORSHIP BUILD COMMUNITY CONNECTIONS?



ROI AND BRAND ASSOCIATION
WITH SIGNATURE STATION EVENTS TO
BENEFIT YOUR LOCAL MEMBER HOSPITAL



Children's Miracle Network Hospitals provide member hospitals with critical funds ultimately improving individual patients' health, protecting our children's futures, and enhancing our communities. **Your Sponsorship Supports Healthier Futures!**



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How Businesses Can Do Well by Doing Good

US News & World Report – By Daniel Levine

“While a fundamental role of business is to meet society's needs with new goods and services, a growing number of leaders in the corporate world, finance and philanthropy are recognizing that helping to meet the social, environmental and health needs of the communities they serve is **not only good for society but is also good for the bottom-line.**”

“Indeed, CECP recorded a **41% increase from companies "investing in society"** during 2020, Brewster said, including COVID relief and response and social justice issues. "I think if you looked at all that spending of those companies, it would be basically the equivalent of a Fortune 100 company" being invested in communities, he said. "It really was a time when business stepped up.”

“In today's highly politicized environment, Brewster added, businesses need to find **"not red solutions or blue solutions," but rather "red, white and blue solutions."** Those are easier at the local and state levels, less so nationally, he said.”



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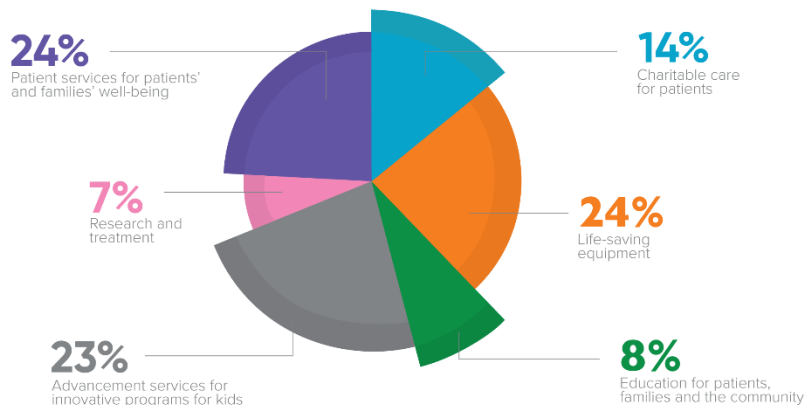
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93.9 MIA & NewsRadio 610 WIOD



Children's
Miracle Network
Hospitals

THE RIPPLE EFFECT: How Your Sponsorship Directly Helps Kids

OUR PARTNERS PLAY AN
IMPORTANT ROLE IN OUR SUCCESS
BY RAISING CRITICAL FUNDS.



JORDEN

Recipient of a special heart procedure that saved his life after four days of high fevers and symptoms similar to COVID-19. Funds from CMN Hospitals saved Jordan's life and helped him relearn how to eat, gain strength and return home to his family.



HAUMEA

Born with a condition causing one leg to be shorter than the other. Donations to CMN Hospitals allowed her to receive a complex rotationplasty surgery with a prosthetic leg she named "Sparkie," along with physical therapy and access to innovative research.



YEIRA

Has an extremely rare, incurable gastrointestinal disease that will require lifelong advanced care every day. Thanks to sponsors and donors, she has access to on-site school, playrooms and therapy dogs to enrich her life at the hospital.

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Sponsorship Opportunities





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Phone Bank Sponsor - \$25,000

- Exclusive "Phone Bank Sponsor" Recognition:
 - Your company will be prominently featured as the exclusive "Phone Bank Sponsor" throughout the event.
- Employee Engagement and Volunteer Opportunities:
 - Engage your company's employees in a meaningful way by providing volunteer opportunities as phone bank operators (*number of volunteers and shift schedules to be determined*).
- Brand Visibility:
 - Opportunity for volunteers to wear corporate t-shirt day-of-event
 - Company logo featured on phone bank laptop stickers
 - Company logo featured on customized noise-makers and decorative Mylar balloons
 - Company logo featured on event t-shirt logo lock-up (*along with all event sponsors*)
- Opportunity for "On-Air" exposure on 93.9 WMIA and 610 WIOD
 - 50 15-second commercial messaging split between WMIA and WIOD (*may air pre-event, during event, and/or post-event*).
- Additional Marketing exposure listed under "Recognition & Marketing"





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Phone Bank Sponsor





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Silent Disco Sponsor - \$25,000

- Exclusive Silent Disco Sponsor prominently featured throughout the event.
- Brand Visibility:
 - Sponsor logo prominently displayed on silent disco props.
 - Sponsor logo features on customized headphones.
 - Sponsor name mention on official silent disco playlist.
 - Opportunity to provide child-friendly giveaways for participants. *(Items must be pre-approved by Nicklaus Children's event staff).*
- Company logo featured on event t-shirt logo lock-up *(along with all event sponsors)*
- Opportunity for "On-Air" exposure on 93.9 WMIA and 610 WIOD
 - 50 15-second commercial messaging split between WMIA and WIOD *(may air pre-event, during event, and/or post-event).*
- Additional Marketing exposure listed under "Recognition & Marketing".





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Teddy Bear Sponsor - \$20,000

- Exclusive “Teddy Bear Sponsor” Recognition
 - Your company will be prominently featured as the exclusive “Teddy Bear Sponsor” throughout the event.
- Employee Engagement and Volunteer Opportunities:
 - Engage your company's employees in a meaningful way by providing volunteer opportunities as phone bank operators (*number of volunteers and shift schedules to be determined*).
- Brand Visibility:
 - Opportunity for volunteers to wear corporate t-shirt day-of event
 - Patient activity can be co-branded and related to company industry
- Opportunity to give away co-branded Teddy Bears to patients during activity
- Company logo featured on event t-shirt logo lock-up (*along with all event sponsors*)
- Opportunity for “On-Air” exposure on 93.9 WMIA and 610 WIOD
 - 50 15-second commercial messaging split between WMIA and WIOD (may air pre-event, during event, and/or post-event).
- Additional Marketing exposure listed under “Recognition & Marketing”





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Teddy Bear Sponsor





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Photo Booth Sponsor - \$15,000

- Exclusive “Photo Booth Sponsor” Recognition
 - Your company will be prominently featured as the exclusive “Photo Booth” throughout the event.
- Opportunity to provide co-branded photo booth activation during iHeart4Kids Radiothon event on 10/27
- Brand Visibility:
 - Company logo featured on event t-shirt logo lock-up (*along with all event sponsors*)
 - Opportunity for “On-Air” exposure on 93.9 WMIA and 610 WIOD
- 38 15-second commercial messaging split between WMIA and WIOD (may air pre-event, during event, and/or post-event).
- Additional Marketing exposure listed under “Recognition & Marketing.”





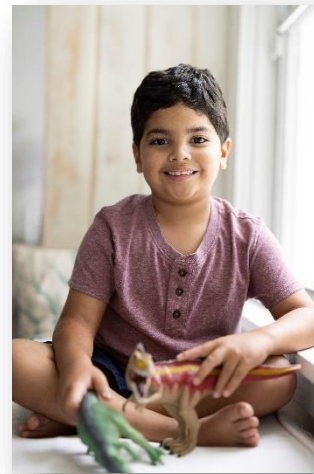
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Story of Hope Sponsor - \$15,000

- Exclusive Recognition in a pre-recorded "Story of Hope" on-air segment on 93.9 WMIA and/or 610 WIOD during the radiothon programming.
- Sponsor's name prominently mentioned at the beginning or end of the segment, highlighting their support for Nicklaus Children's Hospital and the inspiring stories shared by patients.
- Enhanced Brand Exposure & Visibility:
 - Sponsor name will be associated with uplifting and emotional stories of hope, strengthening their brand's reputation for compassion and community support.
 - Exposure will reach a wide audience of listeners tuning in to the radiothon, increasing brand awareness and positive brand association.
- Company logo featured on event t-shirt logo lock-up (*along with all event sponsors*).
- Additional Marketing exposure listed under "Recognition & Marketing."
- Four (4) Story of Hope segment sponsorships available throughout radiothon.





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Miracle Match Sponsor (Drive Time) - \$10,000

- Opportunity for 1 hour “On-Air” exposure on 93.9 WMIA and/or 610 WIOD as Miracle Match Sponsor.
- Company logo featured on event t-shirt logo lock-up (*along with all event sponsors*).
- Additional Marketing exposure listed under “Recognition & Marketing.”

93.9
MIA
— 90's to Now —



610
WIOD
NewsRadio



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Miracle Match Sponsor (Non-Drive Time) - \$5,000

- Opportunity for 1 hour “On-Air” exposure on 93.9 WMIA and/or 610 WIOD as Miracle Match Sponsor.
- Additional Marketing exposure listed under “Recognition & Marketing.”

93.9
MIA
— 90's to Now —



610
WIOD
NewsRadio



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Recognition & Marketing

Our Goals

Raise awareness

Promote community engagement

Share impact of our work together



2023 t-shirt mock-up

Donor Recognition Opportunities

Social media

E-newsletter and website

News Story or Press Release

Naming Opportunity Ribbon-Cutting

Event recognition

Donor or Partnership Video Feature

Annual Report listing

Donor Wall

Co-branded Marketing Strategy

Opportunity to align with an industry-leading organization, with strong brand awareness and community saturation

Our Annual Marketing Footprint

7.09 million visits to website

3.9 million social media impressions

163,000 social media engagements

70,000 subscribers to e-newsletters
(foundation, hospital and employee)

Deadline for commitment and logo submission

is Oct. 2, 2023 (One-month pre-event)



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Over 70 Years Providing Amazing Patient Care

OUR VISION:

To create a healthy future for every child

OUR MISSION:

To inspire hope and promote lifelong health by providing the best care to every child

WHAT SETS US APART:

- Only licensed specialty hospital in South Florida **exclusively** for children.
- ER is home to South Florida's **only** freestanding pediatric trauma center, and among the most visited in U.S.
- Serving some of the **most underserved patient populations** in Florida
- **Exclusive** Children's Miracle Network Hospital for our region
- We are the top-ranked children's hospital in South Florida according to the 2023-2024 U.S. News & World Report.

WHO WE SERVE:

All Florida Counties
All 50 U.S. States
119 Countries





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Our Impact

Based on 2022 Hospital Data



97,461
EMERGENCY DEPT. VISITS ANNUALLY



15,235
TOTAL SURGERIES ANNUALLY



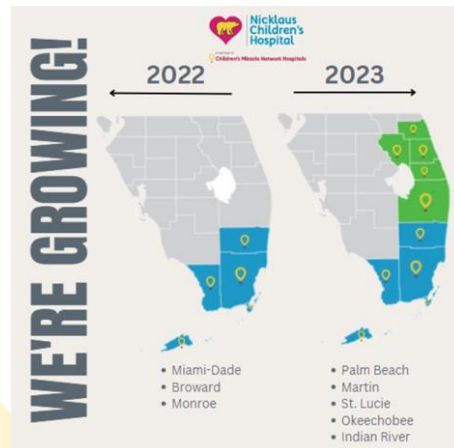
10,029
INPATIENT ADMISSIONS



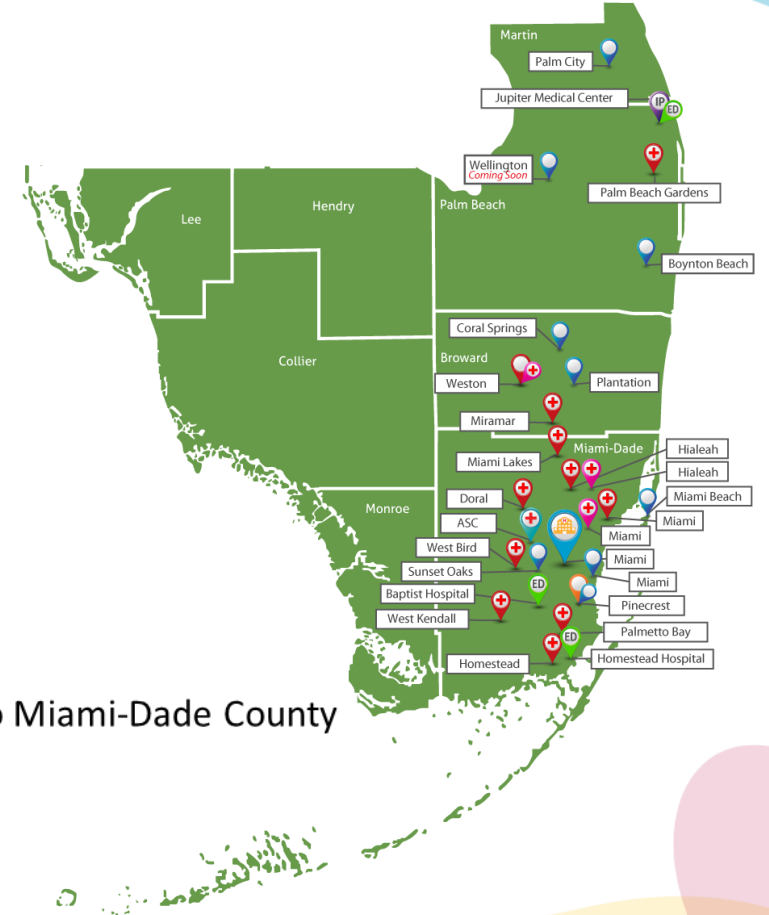
309
LICENSED BEDS

1 MILLION
CHILDREN VISIT OUR HOSPITAL EVERY YEAR

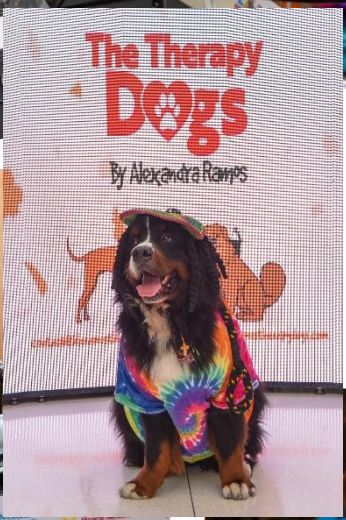
70%
PATIENTS COVERED BY MEDICAID



Children's Miracle Network Hospitals®



2022 iHeart4Kids Recap



[Click HERE for 2022 Event Video](#)

[Click HERE for 2022 Event Photo Album](#)





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2022 Marketing Recap

Media Coverage

- [Local Today FL](#)
- [103.7 WQOL](#)
- [PRNewswire](#)
- [VNatalie](#)

PR Visibility Stats:

- Total Exact Matches: 308
- Total Potential Audience: 192,336,009

Foundation Website

[Radiothon Webpage](#)

1415 Web Views from June 2022 – November 2022

[Radiothon News Story](#)

25 Web Views since November 2022

[Other Radiothon related pages](#)

638 Web Views from June 2022 – November 2022



The 2nd annual iHeart4Kids Radiothon, hosted by iHeartMedia in South Florida, raised a record-breaking **\$131,174**, 75% increase from 2022, to benefit the patients and families of Nicklaus Children's Hospital. The daylong fundraising event aired on 93.9 MIA and NewsRadio 610 WIOD, which shared heart-warming stories from Nicklaus Children's patients, families, staff and supporters to help benefit kids in our community and beyond. This was the first year that DJ Laz and Kimmy B from 93.9 MIA broadcasted live from the lobby of Nicklaus Children's Hospital with guests, including Nicklaus Children's Healthy Humor clowns, pet therapy dogs and more!



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2022 Marketing Recap

E-Blasts

Radiothon Emails

8 Emails

Average Open Rate: 48.1%

Average Click Rate: 36.4%

Featured on Foundation Focus

4 Emails

Average Open Rate: 41%

Average Click Rate: 23%

Social Media Stats

Facebook

10 posts

3,818 people reached

314 engagements on posts

LinkedIn

10 posts

5,013 people reached

210 engagements on posts

Instagram

14 Instagram Stories

12,742 people reached

11,395 engagements on

stories

Twitter

6 posts

1,608 people reached

22 engagements on posts



Sponsorship Opportunities Available for iHeart4Kids Radiothon Benefiting Nicklaus Children's Hospital



On Thursday, October 27, Nicklaus Children's will partner with iHeartMedia to host the 2nd Annual iHeart4Kids Radiothon benefiting Nicklaus Children's Hospital! Throughout the day, 93.9 MIA and NewsRadio 610 WIOD will be raising much-needed funds on air to support amazing patient care.

We invite you and your company to become an iHeart4Kids sponsor this year! In its second year, the radiothon is growing in awareness and influence among radio listeners everywhere.

Various sponsorship levels are available, with great marketing benefits, including on-air brand exposure. Your sponsorship will support the care of children locally at Nicklaus Children's Hospital, where 70 percent of patient families are insured through Medicaid. Community support is a game changer for those in need!

Sponsorship Levels & Benefits



Join Us This Thursday!



This Thursday, October 27, we will partner with iHeartMedia to host the 2nd Annual iHeart4Kids Radiothon benefiting Nicklaus Children's Hospital! From 8am - 7pm, we will be live on the air from the lobby of Nicklaus Children's Hospital to raise much-needed funds for patient care. Be sure to tune in to 93.9 MIA and NewsRadio 610 WIOD. You won't want to miss out on this special day to support the patients and families we serve throughout the year!

How to Give
There are a variety of ways you can make a donation for the iHeart4Kids Radiothon - now through Thursday, October 27! Every dollar of your support goes back to supporting the care of patients at Nicklaus Children's Hospital!

- TEXT: Text MIAMKIDS to 51555 anytime
- ONLINE: Visit this page to donate anytime
- CALL: Call (786)-428-KIDS all day (available on October 27 only)

Donate Early

Social Toolkit

Presented By:



Additional Sponsors



WOW South Florida! We're grateful for your incredible support.



Thank YOU for helping us raise a record-breaking **\$128,660 (and counting)** for the patients and families of Nicklaus Children's Hospital during the 2nd annual iHeart4Kids Radiothon on Thursday! During the daylong event broadcast live on 93.9 MIA and NewsRadio 610 WIOD, people all across South Florida called in, texted and went online to make a donation.

Tune In to Support Kids October 27

Tune in all day on Thursday, October 27 to 93.9 MIA and NewsRadio 610 WIOD to hear inspiring stories and help kids in need at Nicklaus Children's Hospital!

Nicklaus Children's is proud to partner with iHeartMedia for the 2nd annual iHeart4Kids Radiothon!

All proceeds from the campaign will benefit the patients and families of Nicklaus Children's Hospital.

[Learn More](#)





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**Save The Date for the
2023 iHeart4Kids Radiothon
on November 2nd!**

Questions? Contact...



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