

*Forward. For Generations.

Building on a Dream



Sponsorship Proposal



Nicklaus
Children's
Hospital

iHeart4Kids





What is the iHeart4Kids Radiothon?

Radiothon is about coming together to support those less fortunate.

iHeart4Kids Radiothon is an annual fundraising event to support pediatric patients at Nicklaus Children's Hospital.

Funds will support life-saving treatments, patient assistance, research and innovation.

Sponsorships are the perfect way to align your company with a fantastic charitable cause, while gaining marketing exposure for thousands of radio listeners all across South Florida and on the iHeart app.



Nicklaus
Children's
Hospital

iHeart4Kids





Program Overview

Wednesday, December 11th, 2024

With the help of our partners, iHeartMedia, we will be live on the radio from the lobby of Nicklaus Children's Hospital.

Tune in to hear your favorite music, engaging news/talk shows, and heartwarming stories shared by patients, their families, and the dedicated doctors of Nicklaus Children's Hospital.

During the daylong event broadcast on Magic 93.9 and NewsRadio 610 WIOD, people all across South Florida will call in, text and go online to make a donation. 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.



Enjoy our [iHeart4Kids Radiothon 2023 video!](#)





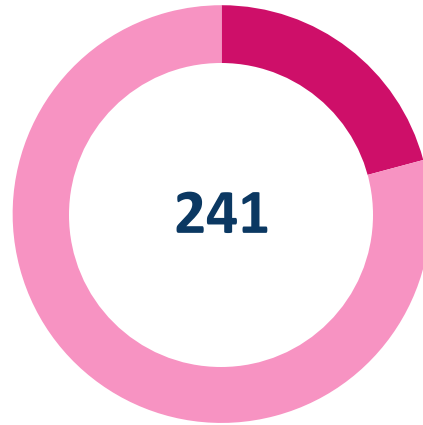
2023 Program Impact

In 2023, through the generosity of our corporate partners and countless individual donors and volunteers, Nicklaus Children's made a profound impact in the lives of South Florida pediatric patients and their families!



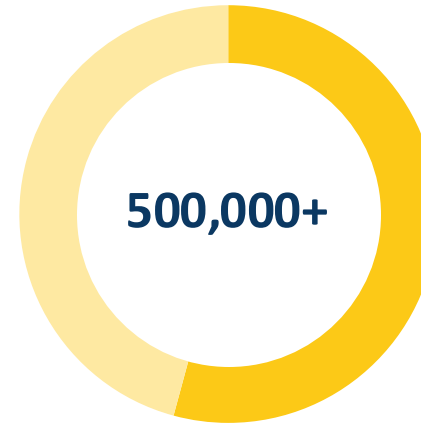
Total donations

IMPACT! Critical dollars were raised to support our greatest patient and family needs. Together, with our amazing community, we used our collective giving power to MAKE A DIFFERENCE!



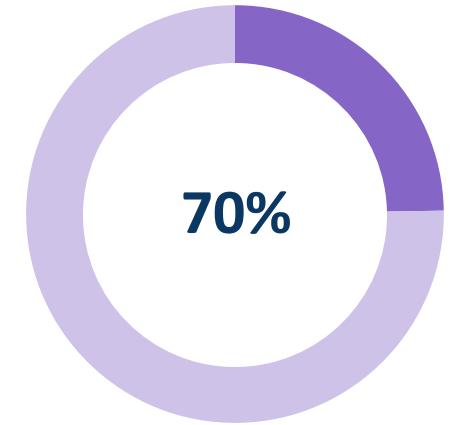
Individual donors

The phones were ringing all day! This is a grassroots fundraiser, in which community members of income levels can make donation to support a great cause. Together, we can do big things!



Children served

Last year's donations allowed us to provide the care and treatment our pediatric patients needed.



Patients on Medicaid

The majority of pediatric patients seen at Nicklaus Children's are low-income and underserved.





Meet Wildaline

After being turned away from a number of other hospitals, in desperation Wildaline's caregivers brought her to Nicklaus Children's for emergency care. Our team quickly noticed that a fast-growing benign **tumor** on her face was impeding her speech and about to cut her airwaves. She had just days to live.

A multidisciplinary team of doctors and specialists moved swiftly to devise a plan and perform life-saving surgery so Wildaline could survive. Today she is back at school, making friends, singing and dancing, thanks to the quality care she received at Nicklaus Children's Hospital.

Watch her video:

<https://youtu.be/BQ58liFTv3g>





Recognition and Marketing

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-newsletter (foundation, hospital and employee)

iHeart Radio

Audience

Magic 93.9 (WMIA-FM) is a Spanish AC Station with an average of 533,500 listeners per month

NewsRadio 610 (WIOD-AM) is a News/Talk station with an average of 81,000 listeners per month

Co-branded Marketing Strategy

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

Our Goals

Raise awareness

Promote community engagement

Share impact of our work together



2024

Sponsorship Opportunities

How can you support patients this year?

1. Presenting Sponsor - \$30,000
2. Phone Bank Sponsor - \$25,000
3. Silent Disco Sponsor - \$25,000
4. Teddy Bear Sponsor - \$20,000
5. Photo Booth Sponsor - \$15,000
6. Story of Hope Sponsor - \$15,000
7. Miracle Match Sponsor (Drive Time) - \$10,000
8. Miracle Match Sponsor (Non-Drive Time) - \$5,000

Logo submission deadlines:

1. *T-shirts: November 11th*
2. *On-site signage: November 22nd*

\$30,000

Inaugural Presenting Sponsor

Sponsorship benefits include:

Onsite Marketing

- iHeart4Kids Radiothon Presented By
- Presenting sponsor check presentation
- Company logo featured on event décor
- Company logo featured on event t-shirt
- Employee volunteer opportunity:
 - One (1) on-site patient activity
 - Day-of event phone bank operators (number of volunteers and shift schedules to be determined)

Online Marketing

- Featured as the exclusive "2024 Inaugural Presenting Sponsor" via social media, event website, e-blasts + press releases
- Featured in post-event partnership video

On-air Marketing

- On-air exposure on Magic 93.9 and NewsRadio 610 WIOD for all event promos as "iHeart4Kids Radiothon Presented by"
- Fifty (50) 15-second commercial messaging split between Magic 93.9 and NewsRadio 610 WIOD (pre, during and/or post-event).



Nicklaus
Children's
Hospital

iHeart4Kids



610 WIOD
NEWS RADIO

\$25,000

Phone Bank Sponsor

Sponsorship benefits include:

Onsite Marketing

- Prominently featured as the exclusive "2024 Phone Bank Sponsor" via dedicated event signage
- Company logo featured on phone bank laptop decal + event décor
- Company logo featured on event t-shirt
- Employee volunteer opportunity: Day-of event phone bank operators (number of volunteers and shift schedules to be determined)

Online Marketing

- Featured as the exclusive "2024 Phone Bank Sponsor" via social media, event website, e-blasts + press releases
- Featured in post-event partnership video

On-air Marketing

- On-air exposure on Magic 93.9 and NewsRadio 610 WIOD
- Fifty (50) 15-second commercial messaging split between Magic 93.9 and NewsRadio 610 WIOD (pre, during and/or post-event).



\$25,000

Silent Disco Sponsor

Sponsorship benefits include:

Onsite Marketing

- Prominently featured as the exclusive "2024 Silent Disco Sponsor" via dedicated event signage
- Company logo featured on customized headphones
- Company logo featured on silent disco props
- Company logo featured on event t-shirt
- Company mention on official silent disco playlist
- Provide company branded child-friendly giveaways (items must be pre-approved by Nicklaus Children's event staff)

Online Marketing

- Featured as the exclusive "2024 Silent Disco Sponsor" via social media, event website, e-blasts + press releases
- Featured in post-event partnership video

On-air Marketing

- On-air exposure on Magic 93.9 and NewsRadio 610 WIOD
- Fifty (50) 15-second commercial messaging split between Magic 93.9 and NewsRadio 610 WIOD (pre, during and/or post-event).



\$20,000

Teddy Bear Sponsor

Sponsorship benefits include:

Onsite Marketing

- Prominently featured as the exclusive "2024 Teddy Bear Sponsor" via dedicated event signage
- Employee volunteer opportunities:
- Day-of event phone bank operators (number of volunteers and shift schedules to be determined)
- Company co-branded teddy bears provide to patients
- Company logo featured on event t-shirt

Online Marketing

- Featured as the exclusive "2024 Teddy Bear Sponsor" via social media, event website, e-blasts + press releases
- Featured in post-event partnership video

On-air Marketing

- On-air exposure on Magic 93.9 and NewsRadio 610 WIOD
- Fifty (50) 15-second commercial messaging split between Magic 93.9 and NewsRadio 610 WIOD (pre, during and/or post-event).



\$15,000

Photo Booth Sponsor

Sponsorship benefits include:

Onsite Marketing

- Prominently featured as the exclusive "2024 Photo Booth Sponsor" via dedicated event signage
- Company co-branded photo booth activation
- Company logo featured on event t-shirt

Online Marketing

- Featured as the exclusive "2024 Photo Booth Sponsor" via social media, event website, e-blasts + press releases
- Featured in post-event partnership video

On-air Marketing

- On-air exposure on Magic 93.9 and NewsRadio 610 WIOD
- Thirty-eight (38) 15-second commercial messaging split between Magic 93.9 and NewsRadio 610 WIOD (pre, during and/or post-event).



\$15,000

Story of Hope Sponsor

Sponsorship benefits include:

On-air Marketing

- Prominently featured as the exclusive "2024 Story Hope of Sponsor" via dedicated event signage
- Exclusive pre-recorded "Story of Hope" segment on Magic 93.9 and/or NewsRadio 610 WIOD during the 2024 radiothon programming
- Sponsor recognition at the beginning + end of segment highlighting company's support for Nicklaus Children's Hospital
- Four (4) "Story of Hope" segment sponsorships throughout 2024 radiothon
- Company's increase of brand awareness + brand exposure to a wide radio audience

Onsite Marketing

- Company logo featured on event t-shirt

Online Marketing

- Featured as the exclusive "2024 Phone Bank Sponsor" via social media, event website, e-blasts + press releases
- Featured in post-event partnership video



\$10,000

Miracle Match Sponsor (Drive Time)

Sponsorship benefits include:

On-air Marketing

- Up to 10 sponsor mentions during 1 hour “on-air” exposure on Magic 93.9 and/or NewsRadio 610 WIOD as Miracle Match Sponsor

Onsite Marketing

- Company logo featured on event t-shirt

Online Marketing

- Featured as the a “2024 Miracle Match Sponsor” via social media, event website, e-blasts + press releases
- Featured in post-event partnership video



\$5,000

Miracle Match Sponsor (Non-Drive Time)

Sponsorship benefits include:

On-air Marketing

- Up to 10 sponsor mentions during 1 hour “on-air” exposure on Magic 93.9 and/or NewsRadio 610 WIOD as Miracle Match Sponsor

Online Marketing

- Featured as the a “2024 Miracle Match Sponsor” via social media, event website, e-blasts + press releases
- Featured in post-event partnership video



2023 Marketing Examples



Nicklaus Children's Hospital
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD



iHeart4Kids
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD

Become a Sponsor for the
3rd Annual iHeart4Kids Radiothon
Benefiting Nicklaus Children's



November 2, 2023
10a-11:55a

Thursday, November 2 | 6 a.m. to 7 p.m.

Nicklaus Children's Hospital is once again partnering with iHeartMedia in South Florida to host the 3rd annual **iHeart4Kids Radiothon**, benefiting the children and families of Nicklaus Children's Hospital!

We are inviting sponsors who will join our cause to **change lives!** Becoming an iHeart4Kids Sponsor is the perfect way to align your company with a fantastic charitable cause, while gaining marketing exposure from thousands of radio listeners all across South Florida and on the iHeart app!

Over the course of 12 hours, the fundraising event will be broadcasted live on 93.9 MIA and NewsTalk 610 WOOD. Patients, families, and staff members from Nicklaus Children's Hospital will share inspiring stories of hope and healing, while donations will be collected through phone, text, and online.

Don't miss this opportunity to impact a child's life!

More Info

Become a Sponsor



Nicklaus Children's Hospital
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD



iHeart4Kids
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD

Thank you for your incredible support!



There's still time for helping us raise **\$101,964** for the patients and families of Nicklaus Children's Hospital during the 3rd annual iHeart4Kids Radiothon! During the 12-hour event, 93.9 MIA and NewsRadio 610 WOOD broadcasted live from the lobby and people all across Florida called in, texted and went online to donate. We are grateful to have friends like you who are making a difference for the children we serve at Nicklaus Children's Hospital.

We also want to extend our gratitude to everyone at iHeartMedia, our generous sponsors, volunteers, staff, donors and patient families who showed their support and shared their stories on the radio. A special thanks to our guests Michael Fox, Tishell, SMITH and MENDOZA the new generation. Together, we made a remarkable impact!

If you missed the radiothon, you can still donate by texting **MIA4KIDS** to 51555 or make a donation online!

Donate Today!

Read More



Nicklaus Children's Hospital
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD



iHeart4Kids
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD

Radiothon is 2 Days Away!



TUNE IN

DURING THE HEART4KIDS RADIOTHON
ON THURSDAY 1, NOV. 2 FROM 6AM-7PM

The 3rd Annual iHeart4Kids Radiothon is just two days away and we are excited to partner with iHeartMedia once again to benefit Nicklaus Children's Hospital. Join us on Thursday, November 2 from 6 am - 7 pm. We will be live on the air from the APOC 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 WOOD**. 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 various ways you can donate to the iHeart4Kids Radiothon - now through Thursday! 100% of your one-time or recurring gift will directly support our patients.

- TEXT **MIA4KIDS** to 51555 anytime
- **CALL/USE** [Visit this page to donate anytime](#)
- **CALL** Call 786-926-5431 at day (available on November 2 only)

Learn More

Donate Early



Nicklaus Children's Hospital
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD



iHeart4Kids
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD

Become a Sponsor for 3rd Annual iHeart4Kids Radiothon



November 2, 2023
10a-11:55a

Nicklaus Children's Hospital is pleased to once again partner with iHeartMedia in South Florida to host the 3rd annual iHeart4Kids Radiothon on Thursday November 2! The daylong fundraising event will be broadcasted live on 93.9 MIA and NewsTalk 610 WOOD, with donations collected by phone, text and online.

Sponsorships are now available with great marketing benefits, including on-air brand exposure.

[Learn More](#) | [Become a Sponsor](#)



Nicklaus Children's Hospital
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD



iHeart4Kids
A Radiothon on
93.9 MIA & NewsRadio 610 WOOD

iHeart4Kids 3rd Annual Radiothon
Raises \$101,964 During Live Broadcast From Nicklaus Children's Hospital



The 12-hour fundraising event aired on both 93.9 MIA and NewsRadio 610 WOOD, with matching hour opportunities and heart-warming stories from Nicklaus Children's patients, families, staff and supporters to help benefit kids in our community and beyond. Kimberly B. K. Marie and Camille from 93.9 MIA, and Manny Muniz and Erica Rodriguez from WOOD, broadcasted live from the Hospital throughout the day alongside guests.

[Read More](#) | [Watch Video](#)



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SHAKE SHACK

Sponsored By:

2023 Marketing Examples



What is the Forward For Generations Campaign?

As we gear up for our 75th anniversary, Nicklaus Children's Hospital will celebrate its past while preparing for its future through the largest fundraising campaign in our history!

Our ambitious vision is to **become the global destination** for best-in-class pediatric care.

We will **transform** our care, **expand** access and help families and communities **thrive**.

All sponsorships and donations now through 2025 will support this bold and transformative campaign. Together, with support from generous donors and partners, no child will ever have to travel elsewhere to get excellent care, because South Florida is home to Nicklaus Children's Hospital.

Where Your Child Matters Most™

FORWARD
FOR GENERATIONS
THE CAMPAIGN FOR NICKLAUS CHILDREN'S



Kenneth C. Griffin Surgical Tower
OPENED SEPTEMBER 2024!



Nicklaus Children's Hospital



Our Mission

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



Our Vision

To create a healthy future for every child



Shared Values

- We believe in creating healthy futures for every child
- We believe in leveraging partnerships to enhance the delivery of amazing patient care and research
- We believe it is our social responsibility to give back to our community
- We believe in doing good
- We believe community partnerships can have transformational impact
- We believe we can work together to build our future
- We believe in showing love to our partners and supporters



Why Partner with Us?

What Sets Us Apart

- Five Nicklaus Children's subspecialty programs are ranked among the **best in the nation** by [U.S. News World Report 2023-2024](#). No other hospital in South Florida has more ranked pediatric programs.
- 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 the U.S.
- **Exclusive** Children's Miracle Network Hospital for our region
- Serving some of the **most underserved patient populations** in Florida

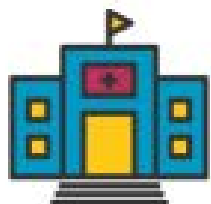
Who We Serve

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



Our Impact

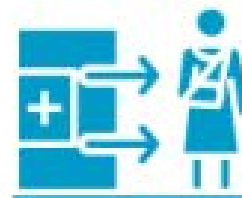
Based on 2023 Hospital Data



98,065
EMERGENCY DEPT.
VISITS ANNUALLY



962,191
PHYSICIAN VISITS



460,503
OUTPATIENT VISITS



17,163
ADMISSIONS &
OBSERVATIONS

500,000

CHILDREN VISIT OUR
HOSPITAL EVERY YEAR



16,536
TOTAL SURGERIES
ANNUALLY



PATIENTS COVERED BY
MEDICAID OR
OTHER GOVERNMENT
INSURANCE



307
LICENSED
BEDS



Why your support makes a difference

Last year, we served over half a million children at Nicklaus Children's Hospital. We anticipate exceeding those numbers in future years as we are the fastest growing pediatric hospital in Florida.

What if we could continue investing in the future of clinical treatments and groundbreaking research while enhancing the patient experience and setting new standards in pediatric care?

**It's about saving more lives.
And transforming generations to come.**

Together.

Thank you for considering a sponsorship opportunity with Nicklaus Children's to help every patient get the care they need for a healthy future.

Your support will change lives.

Because at Nicklaus Children's, every child matters most.



Contact:

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She/Her/Hers

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W Give.NicklausChildrens.org



Nicklaus
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iHeart4Kids

