



VARIETY TWO DAYS OF COMPASSION

- When: November 15-16, 2017
- Hours: 6:00AM – 6:00PM (Both Days)
- Location: KMRY 93.1FM Studios
1957 Blairs Ferry Rd. NE, Cedar Rapids, IA
- Why: To support critically ill children and their families

We invite you to join Variety - the Children's Charity, KMRY Radio, and KCRG November 15 and 16 to support critically ill children and their families.

Each November, Variety and local partners like you come together for Two Days of Compassion, a two-day radio-thon. Dollars raised support families whose children are hospitalized at Unity Point St. Luke's and Mercy Medical Center through Variety's Compassion Fund.

Sponsorships:

- | | |
|--|---|
| ___ \$5,000 Tote board Sponsor | ___ \$1,000 Hour Sponsor x 2 (One each day) |
| ___ \$3,500 Variety Bear Upgrade Sponsor | ___ \$500 Hour Sponsor |
| ___ \$2,500 Dollar for Dollar Matching Sponsor | ___ \$250 ½ Hour Sponsor |



_____ \$5,000 Tote board Sponsor

- Company's name is associated with the Tote board. i.e., "Now let's go to the Company tote board and get the latest update" Each time the tote board is referred to over two days, Company receives name association.
- Company will receive a minimum of ten live mentions identifying the company as the official tote board sponsor of the Two Days of Compassion.
- Company representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Company name (logo) featured on social media
- Company representatives may present twenty-five "Variety Bears" in the Company name.

_____ \$3,500 Variety Bear Upgrade Sponsor

- Company will receive five scheduled on-air announcements as follows: "If you've been thinking you would like to make the \$200 Variety Bear pledge, but thought you couldn't afford it, call now. If you pledge \$100 right now, "Company" will upgrade your pledge to \$200. A cute and cuddly Variety Bear will be sent to a child in one of our local hospitals. The bear will wear a bracelet with your name on it. So, spread even more joy by teaming up with Company, our exclusive "Variety Bear" upgrade sponsor.
- Company representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Company name (logo) featured on social media
- Representatives may present twenty-five "Variety Bears" in the Company name.

_____ \$2,500 Dollar for Dollar Matching Sponsor

- Company receives a minimum of four 15-second announcements during the hour i.e., Here's a special opportunity for you to help the kids. Company Name, a company that cares for kids in our community, is our Dollar for Dollar matching sponsor. Yes, Company will match your donation up to \$100. Ten becomes twenty, twenty-five becomes fifty.... you see how it works. Take advantage of this matching opportunity and do twice as much as you thought you could do to help the kids.
- Company representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Company name (logo) featured on social media
- Representatives may present twenty-five Variety Bears in the Company name.

_____ \$1,000 Hourly Sponsor x 2 (One Hourly Sponsorship per Day)

- Company receives a minimum of three 15-second announcements during the hour i.e., "This hour of the Variety Two Days of Compassion is brought to you by Company, a company that "believes the Compassion Fund is important to our community." Company has donated \$1000 to help children with long term illness and their families and challenges other businesses to donate also."
- Company representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Company name (logo) featured on social media
- Company representatives may present five Variety Bears in the Company name



_____ \$500 Hourly Sponsor (One Hourly Sponsorship on one (1) day)

- Company receives a minimum of three 15-second announcements during the hour i.e, “This hour of the Variety Two Days of Compassion is brought to you by Company, a company that “believes the Compassion Fund is important to our community.” Company has donated \$500 to help children with long term illness and their families and challenges other businesses to donate also.”
- Company representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Company name (logo) featured on social media
- Company representatives may present five Variety Bears in the Company name

_____ \$250 Half Hour Sponsor

- Company receives a minimum of one 15-second announcements during the hour i.e, “This hour of the Variety] Two Days of Compassion is brought to you by Company, a company that “believes the Compassion Fund is important to our community.” Company has donated \$250 to help children with long term illness and their families and challenges other businesses to donate also.”
- Company representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Company name (logo) featured on social media
- Company representatives may present three Variety Bears in the Company name.

Invoice Information

Company _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____

Email _____