



VARIETY TWO DAYS OF COMPASSION

- When: November 12-13, 2019
- 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 12 and 13 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:

- | | | | |
|-------------|------------------------------|------------|------------------------------------|
| ___\$10,000 | Presenting Sponsor | ___\$2,500 | Dollar for Dollar Matching Sponsor |
| ___\$5,000 | Tote board Sponsor | ___\$1,000 | Hour Sponsor x 2 (One each day) |
| ___\$3,500 | Variety Bear Upgrade Sponsor | | |



\$10,000 Presenting Sponsor

- Alliant Energy presents Two Days of Compassion verbiage
- Alliant Energy's name and logo will appear on all event publicity, including web page and pre radio promotions leading up to the event.
- Alliant Energy's name and logo will appear on approximately 300 "Variety Bears" that are distributed to children at UnityPoint St. Luke's and Mercy Medical Center.
- Representatives may conduct on-air interviews with radio personalities during the Two Days of Compassion.
- Alliant Energy have the opportunity to present 50 "Variety Bears" to area hospitalized children during the year.
- Alliant Energy will receive a minimum of one mention per hour (24 total) throughout Two Days of Compassion
- Alliant Energy will receive a "Variety Bear" from the Two Days of Compassion



\$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

Invoice Information

Company _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____

Email _____