



**COUNTRY 105**  
**CARING FOR KIDS**  
**RADIOTHON**

— IN SUPPORT OF THE —  
ALBERTA CHILDREN'S HOSPITAL

**Be a power hour sponsor  
& show your support**

Alberta  
**Children's**  
HOSPITAL    
FOUNDATION   





# It's a little bit country, and a whole lotta love!

**February 2, 3 & 4, 2022**

Since 2003, the Country 105 Caring for Kids Radiothon has raised an astounding \$38 Million for the Alberta Children's Hospital Foundation, funding state-of-the-art equipment, family-centred programs and ground-breaking research at the Alberta Children's Hospital. Year after year, this beloved event also lifts the spirits of the community by allowing listeners a glimpse into the hospital, through the stories of the children and families who have experienced its life-saving, life-changing care firsthand.

In this everchanging world, one thing remains the same: the Alberta Children's Hospital is a constant bright spot for families—and that is undoubtedly thanks to people like you.

**Radiothon is a special opportunity to reflect on our resiliency and to be tremendously proud of how we look after each other—especially our kids.**

This year, we respectfully ask for your support through a Power Hour Sponsorship during the Country 105 Caring for Kids Radiothon.



# Power hour sponsorship benefits

YOUR INVESTMENT \$15,000

BENEFIT	VALUE	C105	Q107
15 x 30-second pre-produced promo (pre and during event)	\$12,200	✓	✓
Pre-produced Intro to Power Hour	\$1,000	✓	
3 x Pre-produced Bumper IDs during Power Hour	\$2,500	✓	
Minimum of 6 Live mentions by announcers during Power Hour	\$2,700	✓	
Pre-taped interview with one spokesperson	\$1,500	✓	
6 x 15-second pre-produced spots (Post Event)	\$4,500	✓	
Logo on Country 105 website (4 weeks)	\$2,000	✓	
Logo on Q107 website (4 weeks)	\$1,725		✓
Inclusion in two exclusive emails to database pre and post event	\$11,600	✓	
Inclusion in two exclusive emails to database pre and post event	\$5,000		✓

Logo or named recognition in promotional materials:

- Foundation website ✓
- Hospital digital news ✓
- Logo on Event banner ✓
- Logo in Calgary Herald half page ad ✓

\*Opportunity to provide team of Phone Bank volunteers ✓

TOTAL VALUE \$44,725

(\*Pending COVID-19 restrictions)



# Radiothon & COVID-19



Last year, out of the utmost safety of the children, families, and staff at the hospital, the Caring for Kids Radiothon was hosted virtually for the first time ever. Even though the three-day broadcast may have sounded a little differently, thanks to our loyal sponsors, generous Miracle Makers, and a Million Dollar Match, together we raised an incredible \$3 million for sick and injured children in our community.

Planning is already underway for the 2022 Country 105 Caring for Kids Radiothon. While we hope to return to the Alberta Children's Hospital for an in-person event in 2022, we know based on the evolving nature of the pandemic, returning to the airwaves virtually for a second time is a very real possibility to ensure everyone's safety. Whether Radiothon is in person or virtual, we now know from the success of 2021's event that the inspiration and support it will garner for the children and families at the hospital will remain the same. Rest assured that if Radiothon returns as a virtual event, nearly all sponsor recognition opportunities outlined in this proposal will be fulfilled. We will work closely with Country 105 to ensure your return on investment remains the same.

We are incredibly grateful to you for your consideration of our request for sponsorship of the 2022 Country 105 Caring for Kids Radiothon. Together, we can ensure that children in our community continue to receive the best care possible – when they need it most.

**Thank you.**



## Contact us to become a sponsor

Meghan Kociuba

Director, Community Initiatives and Events

[mkociuba@achf.com](mailto:mkociuba@achf.com) | 403.863.2993

[kidsradiothon.com](http://kidsradiothon.com)

