This December, we are looking forward to bringing patient stories to the community via the 21st Annual Helen DeVos Children’s Hospital Radiothon.

With this year’s global pandemic affecting us all, your support of Radiothon is more important than ever.

In 2020, our youngest patients have had to be more resilient to the lack of normalcy and we want to celebrate everything they have overcome. On December 10 and 11, we will broadcast live on three of the biggest iHeart radio stations in West Michigan: STAR 105.7, B-93.7 and 107MUS sharing patient stories and how your gifts support them. With your help, we hope to raise funds for the Helen DeVos Children’s Hospital annual fund, supporting over 20 different programs like the center for child protection, the Pediatric Oncology Resource Team (P.O.R.T.), the Peter and Joan Secchia CarePartners program, and many more! Become part of this year’s Radiothon team and help make a difference in the lives of kids in West Michigan and beyond.

Helen DeVos Children’s Hospital
21st ANNUAL RADIOTHON
December 10 and 11, 2020

Sponsorship Opportunities

**Presenting Sponsor: $50,000 (1 available)**
- On-Air Interview
- Logo on any Radiothon collateral (shirts, print materials)
- 20 Volunteer spots
- Logo on all e-blasts
- Social media
- 3 – Power Hour Sponsorships
- Logo on event website (and peer-to-peer website)
- The event will be referred to as the HDVCH Radiothon presented by (your company)
- Recognition on post event postcard

**Phonebank Sponsor: $40,000 (1 Available)**
- DJs will announce “Call the (your company) Phonebanks”
- On-Air Interview
- Up to 12 Volunteers
- Signage displayed at phonebanks during two-day event
- Social media
- 2 – Power Hour Sponsorships
- Recognition on post event postcard
Day Sponsor: $10,000 (4 Available)
• On-air interview
• On-air recognition as the Day Sponsor
• Social media shout-out
• Up to 10 volunteers

Remote Sponsor: $5,000 (2 Available)
Sponsor 107MUS
• On-air interview
• On-air mentions
• Social media shout-out
• Opportunity to handout materials at remote location

Miracle Match Sponsor: $5,000 (12 Available)
• On air mentions
• Social media shout-out
• 12 days of Radiothon Social media - miracle moments posted to SHF FB page 1 time leading up to Radiothon sponsored by you (we will tag your company)
• On air match - 6 per station (3 per day)
• 8 Volunteers

Magical Moment Sponsor: $1,000 (20 Available)
• 2 Volunteers
• Social media shout-out
• On air mention

Want to Create Your Own Sponsorship?
We want to work with you to identify a sponsorship opportunity that best fits your needs. This important community fundraiser offers many unique exposure opportunities and ways to give back. Have an idea for getting your company involved? Let us know!

For more information contact Nicole Cook at 616.391.2040 or nicole.cook@spectrumhealth.org.

RADIOTHON 2019 RECAP

300 volunteers

2,326 over the phone donations

3 radio stations
Star 105.7, B-93.7 and 107MUS

1,500 first time donors

Record Breaking $421,000 raised

700+ cupcakes sold by Salted Cupcakes

20 years of Impact