

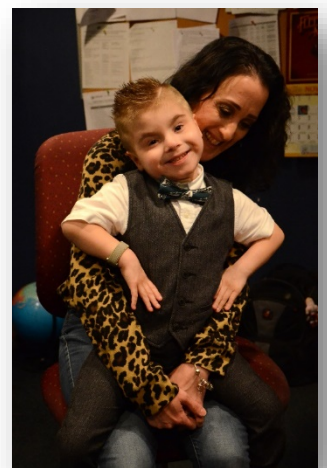


Pay 4 Play XIV #KidsCantWait

Pay 4 Play XIV will air **Thursday, November 12 – Friday, November 13**. This year's 28-hour radio fundraiser, benefitting Children's Miracle Network (CMN) at Penn State Children's Hospital, is more important than ever! Facing funding reductions due to the impact of COVID-19, People's Morning Show (PMS) personalities Jennifer Shade, Nipsey and Earl David Reed have pledged their continued support of Miracle Children like Gannon, a Pay 4 Play 'regular' who has faced several hospitalizations during the height of the pandemic.

We invite you to join us as a sponsor of this year's event, as we look to surpass last year's record-breaking total of \$359,410.

Due to anticipated restrictions on the number of people permitted in the X studios, the event will be live streamed, which has created some exciting new opportunities for participation and recognition!



Sponsor Levels

Online Miracle Match Sponsor: \$25,000 minimum

In addition to a radio fundraising program, Pay for Play has also grown as a grassroots online fundraiser. We are pleased to offer a minimum \$25,000 Online Miracle Match sponsorship opportunity for 2020. In 2019, online gifts totaled \$110,573. Listeners are driven to the station's website, 1057.com, where they're encouraged to donate online. Between the hours of 9 p.m. and 5 a.m., the phone banks close for the evening and all listeners are driven online to donate. Historically, our donations increase dramatically with matches.

Live Stream Sponsor: \$15,000 (1 Available)

New in 2020, Pay 4 Play XIV will be livestreamed to audiences. For the first time you'll have an exclusive "behind the scenes" look of the People's Morning Show in action. We're seeking a Live Stream Sponsor to help underwrite this new event element, being produced by JPL.

Finale Miracle Match Sponsor: \$10,000 (Sold)

The Hershey Company will match gifts on Friday, November 12 from 7:00 a.m. to 8:00 a.m.

Drive Time Miracle Match Sponsors: \$10,000 (2 Available)

Strategically timed matches during key drive time listenership on Thursday, November 12 will help incentivize listeners to "double their donation" to Children's Miracle Network.

Text 2 Give Match Sponsor: \$7,500 (1 Available)

Text-to-Give has proven to be a successful fundraising tool, raising \$7,716 in 2019. To incentivize, text-to-give donors and grow this revenue stream, we'd like to offer text-to-give donors a 1:1 matching gift opportunity.

Pre-Event Mail Appeal Match: \$5,000 (1 Available)

In 2019, past supporters of Pay 4 Play were given the opportunity to make their commitment early through a pre-event mail appeal. This first-time offering raised \$3,415. In keep with the theme of #KidsCantWait, we'd like to incentive past Pay 4 Play donors to commit early by offering a matching gift as part of this year's appeal, which is signed by Jen Shade, Nipsey and Earl David Reed.

"Kids Helping Kids" Sponsor: \$5,000 (Sold)

Members 1st Federal Credit Union will match gifts raised by kids to help other kids!

Miracle Match Sponsors: \$2,500 minimum

These strategically timed matches incentivize listeners to "double their donation" to Children's Miracle Network. Historically, our donations increase dramatically during matching segments.

Decal Sponsor: \$1,500 (1 Available)

Given to donors who make a gift of at least \$105.70.

Sponsor Benefits

	\$25K+ Online Miracle Match	\$15K Live Stream	\$10K Finale Miracle Match	\$10K Drive Time Miracle Match	\$7.5K Text 2 Give Miracle Match	\$5K Mail Appeal Match	\$5K Kids Helping Kids	\$2.5K Miracle Match	\$1.5K Decal
On-air mentions by PMS	X	X	X 1 Hour Segment	X 1 Hour Segment	X	X	X July – Nov	X ½ Hour Segment	X
Pre-recording segment announcing match or live stream	X Multiple	X	X	X	X Multiple		X	X	
Pre-recorded interview announcing match					X	X Total Raised Announced	X	X	
Live, virtual chat interview during event to announce match	X	X	X	X					
Recognition on CMNHershey.org; CMN social	X	X	X	X	X	X	X	X	X
Recognition on 1057.com; PMS social	X	X	X	X	X	X	X	X	
15-minute private virtual chat with PMS DJ and Miracle Family	X	X	X	X	X with other \$5K - <\$10K donors	X with other \$5K - <\$10K donors	X with other \$5K - <\$10K donors		
Recognition on event Live Stream	X	X Logo on Live Stream overlay for all 28 hours	X	X	X	X	X	X	X
Pay4Play XIV Decal	X (25)	X (25)	X (25)	X (25)	X (15)	X (15)	X (15)	X (10)	X (5)
Pay4Play XIV Commemorative Check	X	X	X	X	X	X	X	X	
Select a song to air at a pre-determined time*	X	X	X	X	X	X	X	X	X
Recognition in mail appeal						X			
Logo on decal									X

**This could be a great employee engagement opportunity by having your employees vote for their song selection.*

Thank you for your consideration. Questions? Please contact Children’s Miracle Network Director Danielle Sunday at dsunday@pennstatehealth.psu.edu or 717-531-5692.