



KTAR NEWS & ARIZONA SPORTS GIVE-A-THON WEEK

August 17 - 21, 2020

The KTAR News & Arizona Sports Give-A-Thon will be broadcasted the week of August 17 by KTAR 92.3 FM and Arizona Sports 98.7 FM personalities. As the #1 radiothon in the country for a children's hospital, this event reaches a premium audience and includes patient stories, check presentations, a phone bank staffed by sponsors and volunteers.



PHOENIX
CHILDREN'S

GIVE-A-THON
week

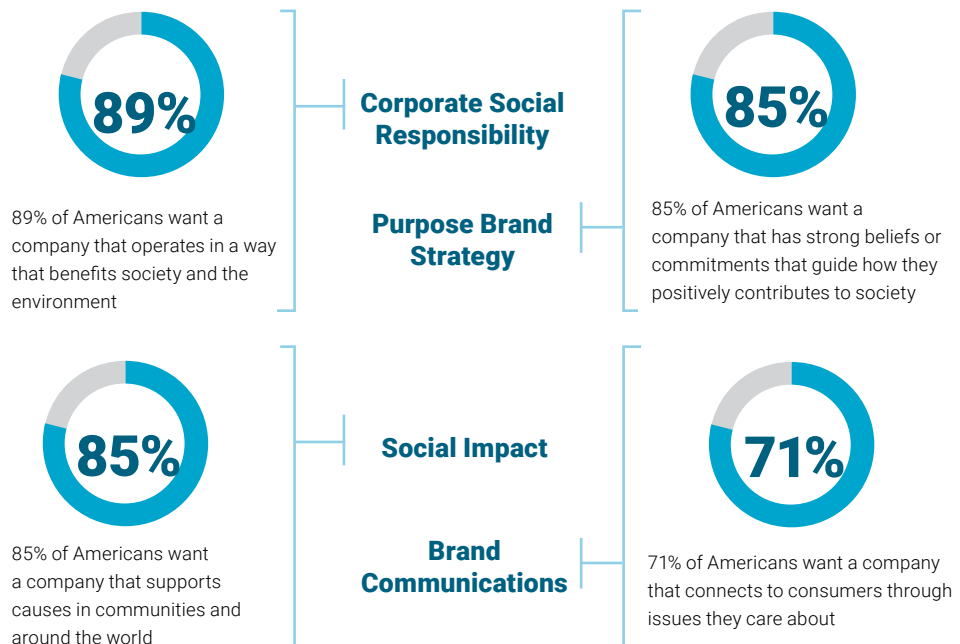
GiveToPCH.org

FIND YOUR COMPANY'S PURPOSE WITH PHOENIX CHILDREN'S

Consumers love a company with a cause.

More than three quarters of Americans say they prefer to support brands that are making a positive impact on society. For businesses, cause-based marketing with a leading organization like Phoenix Children's Hospital can mean a whole new level of customer engagement.

TOP WAYS THAT AMERICANS FEEL COMPANIES SHOULD DEMONSTRATE THEIR PURPOSE



THE BENEFITS OF PARTNERSHIP

By linking your brand with Phoenix Children's Hospital, you can make an enormous impact – not only on a range of critical hospital programs and the children they serve, but also by giving your customers and employees a new reason to stay loyal to your company.

ABOUT THE EVENT

The KTAR News & Arizona Sports Give-A-Thon benefiting Phoenix Children's is hosted every August. Last year, the state of Arizona showed off its generosity raising a record \$1.82M during the 19-hour radio simulcast. It also maintained its position as the top children's hospital radiothon in the country. The Phoenix Children's radiothon event, now in its twentieth year, has raised over \$23 million for the Hospital.

Traditionally hosted at the hospital, we have had to pivot to keep our staff, partners, patient families and volunteers safe. Our friends at KTAR News & Arizona Sports will broadcast from their radio studios and will expand the broadcast to weeklong and feature hourly segments from 5:00 a.m. until 7:00 p.m. Monday-Friday. The talent will share compelling content highlighting Phoenix Children's, its patients, healthcare workers and the critical needs of the hospital while recognizing our amazing corporate partners' support during these uncertain times. In accordance with CDC guidelines, in-person engagement will be limited. Check presentations will be pre-recorded and featured the week of Give-A-Thon on both radio and social avenues. Limited volunteer opportunities will be available to take donor phone calls and express appreciation for their donation.

All donations help save young lives by supporting the Hospital's Hope Fund, which funds innovative research, cutting-edge technology, the recruitment of leading physicians, and the child-friendly programs and services that make the hospital environment more comfortable for young patients.

COMPANY BENEFITS AND RECOGNITION LEVELS

When you become a Give-A-Thon sponsor, **we will recognize your company's support** of our patients at Phoenix Children's. Give-A-Thon will be promoted throughout the Valley in multiple ways.

	\$50k	\$25k	\$10k	\$5k
Opportunity to be the matching partner on direct mail or email campaign (approx. 4,000 to donor homes & 8,000 e-mails)	✓			
Year-round listing on digital donor wall	✓			
Opportunity to be an on-air matching partner (on-air mentions as match partner)	✓	✓		
Company logo on event signage	✓	✓		
Inclusion in social media activation	✓	✓		
Inclusion in post press release	✓	✓		
Opportunity to host a virtual in-hospital patient experience	✓	✓		
Phoenix Children's custom campaign kit with co-branded promotional materials	✓	✓		
Pre-recorded check presentation to air live on one of the days during Give-A-Thon Week (:30 - :60 sec)	✓	✓	✓	
Mention on Children's Miracle Network Hospitals' blog	✓	✓	✓	
Pre-recorded check presentation to air prior to Give-A-Thon Week (Previously Pat McMahon Show (:30 - :60 sec)				✓
Opportunity to staff a phone bank with company employees	5	5	5	2
Inclusion on Give-A-Thon website with link to company website	LOGO	LOGO	LOGO	NAME
Inclusion on digital donor wall during Give-A-Thon	LOGO	LOGO	LOGO	NAME
Opportunity to participate in a virtual Hospital kick-off and virtual tour	✓	✓	✓	✓
Phoenix Children's campaign kit with promotional materials	✓	✓	✓	✓
Use of Phoenix Children's Proud Partner benefiting logo	✓	✓	✓	✓
Brand affiliation and partnership activation rights with Phoenix Children's	✓	✓	✓	✓

**Deliverables are subject to change

660,000+

KTAR News & Arizona Sports Listeners

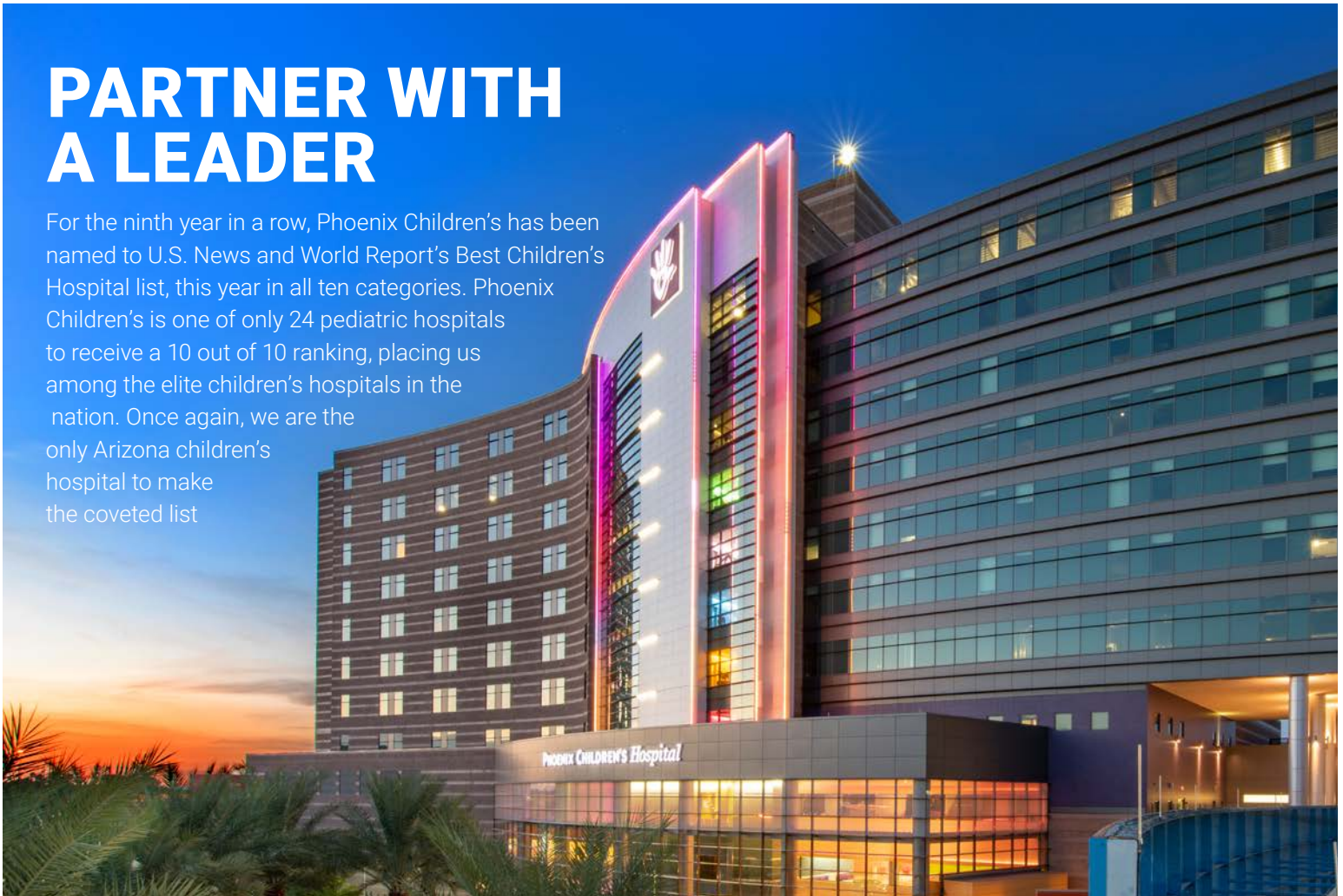
189,900+

Phoenix Children's Social Media Impressions



PARTNER WITH A LEADER

For the ninth year in a row, Phoenix Children's has been named to U.S. News and World Report's Best Children's Hospital list, this year in all ten categories. Phoenix Children's is one of only 24 pediatric hospitals to receive a 10 out of 10 ranking, placing us among the elite children's hospitals in the nation. Once again, we are the only Arizona children's hospital to make the coveted list



BY THE NUMBERS

Patients from across Arizona rely on Phoenix Children's for the best pediatric care.

- 204,000+** Patients treated
- 375,000+** Outpatient visits
- 98,000+** Visits to the emergency room
- 51%** Patients are AHCCCS beneficiaries
- 22** Outpatient treatment centers
- 4** Specialty and urgent care centers
Avondale, Glendale, Scottsdale, Mesa
- 2** Hospitals
Phoenix Children's Main Campus &
Phoenix Children's Hospital at
Dignity Health Mercy Gilbert Medical Center



We are 1 of only 24 hospitals in the nation ranked in 10 out of 10 medical specialties on U.S. News and World Report.



Within five years, 1 in 4 Arizona children will have received care from a Phoenix Children's Hospital provider.



We serve the 4th largest market for children's medical services in the country.



Our patients sought care from 42 states outside of Arizona and four countries outside of the United States.



PHOENIX CHILDREN'S HOSPITAL FOUNDATION

602.933.4483 | Partnerships@phoenixchildrens.com | GiveToPCH.org