



# KC102.1 and Variety Present the 2nd Annual Christmas in July!

KC102.1 is teaming up with Variety, the Children's Charity to bring holiday joy to Kansas City a few months early! Christmas in July will feature several themed events that will bring awareness to Variety and raise much needed funds to help Kansas City children in 2017!

Variety the Children's Charity of Greater Kansas City provides children with developmental disabilities adaptive equipment and opportunities for activity and inclusion. Since 1934, they have helped thousands of children in Kansas City better live up to their potential – by providing them with the mobility and communication devices they need as well as opportunities for inclusion within our community.





## KC102.1 Cares for Variety Kids Radiothon 1 Available



### **Presenting Sponsor**

KC102.1 and SPONSOR is proud to present our first *Christmas in July* Radiothon to benefit Variety, the Children's Charity. The Show with Jen and Truta will kick things off LIVE a TBD location on Tuesday, July 25<sup>th</sup> at 6:00am and encourage listeners to stop by to donate or donate on-line at KC1021.com. After 10am, we'll throw it to Jacqui and Natalie back in the studio but Jen and Truta will stay at TBD location until 6:00pm and check in hourly with the on-air team!

Presenting Sponsor will receive:

- **July 16-July 24 Pre-Promotion**
  - Inclusion in a minimum of 45x :30 Recorded Promos
  - Inclusion in a minimum of 30x :10 Live Mentions
  - Inclusion in a minimum of 5x Facebook posts
  - Logo on custom Flipper at KC1021.com
  - Logo and Link on custom event landing page at KC1021.com
  - Logo and Link inclusion in a minimum of one eblast
- **Tuesday, July 25**
  - Inclusion in a minimum of 2x Live Mentions/Hour (6a-10a)
  - Inclusion in a minimum of 1x Live Mention/Hour (10a-6p)
  - Inclusion in a minimum of 3x Facebook posts
  - On-air check presentation opportunity

**Total Promotional Value: \$25,500**

**Net Investment: \$10,000**

*\*\$500 of your investment will be donated to Variety on your behalf*



## KC102.1 Cares for Variety Kids Radiothon 2 Available



### **Associate Sponsor**

KC102.1 and SPONSOR is proud to present our first *Christmas in July* Radiothon to benefit Variety, the Children's Charity. The Show with Jen and Truta will kick things off LIVE a TBD location on Tuesday, July 25<sup>th</sup> at 6:00am and encourage listeners to stop by to donate or donate on-line at KC1021.com. After 10am, we'll throw it to Jacqui and Natalie back in the studio but Jen and Truta will stay at TBD location until 6:00pm and check in hourly with the on-air team!

Presenting Sponsor will receive:

- July 16-July 24 Pre-Promotion
  - Inclusion in a minimum of 45x :30 Recorded Promos
  - Inclusion in a minimum of 3x Facebook posts
  - Logo and Link on custom event landing page at KC1021.com
  - Logo and Link inclusion in a minimum of one eblast
- Tuesday, July 25
  - Inclusion in a minimum of 1x Live Mention/Hour (6a-6p)
  - Inclusion in a minimum of 2x Facebook posts
  - On-air check presentation opportunity

**Total Promotional Value: \$22,500**

**Net Investment: \$5,000**

***\*\$500 of your investment will be donated to Variety on your behalf***



## KC102.1 Cares for Variety Kids Radiothon

### 🍭 **Live on Location Sponsor** 🍭

KC102.1 is proud to present our first *Christmas in July* Radiothon to benefit Variety, the Children's Charity. The Show with Jen and Truta will kick things off LIVE from your location on Tuesday, July 25<sup>th</sup> at 6:00am and encourage listeners to stop by to donate or donate on-line at [KC1021.com](http://KC1021.com). After 10am, we'll throw it to Jacqui and Natalie back in the studio but Jen and Truta will stay at your location until 6:00pm and check in hourly with the on-air team! To encourage participation, we encourage our sponsor to offer a special deal that would include a small donation per purchase to Variety.

Live on Location Sponsor will receive:

- July 16-July 24 Pre-Promotion
  - Inclusion in a minimum of 45x :30 Recorded Promos
  - Inclusion in a minimum of 30x :10 Live Mentions
  - Inclusion in a minimum of 5x Facebook posts
  - Logo on custom Flipper at [KC1021.com](http://KC1021.com)
  - Logo and Link on custom event landing page at [KC1021.com](http://KC1021.com)
  - Logo and Link inclusion in a minimum of one eblast
- Tuesday, July 25
  - Live Broadcast from 6a-10a at your location
  - On Site presence through 6p
  - Inclusion in a minimum of 2x Live Mentions/Hour (6a-10a)
  - Inclusion in a minimum of 1x Live Mention/Hour (10a-6p)
  - Inclusion in a minimum of 3x Facebook posts
  - On-air check presentation opportunity

Total Promotional Value: \$27,250

Net Investment: \$7,500

\*\$750 of your investment will be donated to Variety on your behalf



## KC102.1 Cares for Variety Kids Radiothon 13 Available Hourly Sponsor

KC102.1 is proud to present our first *Christmas in July* Radiothon to benefit Variety, the Children's Charity. The Show with Jen and Truta will kick things off LIVE a TBD location on Tuesday, July 25<sup>th</sup> at 6:00am and encourage listeners to stop by to donate or donate on-line at [KC1021.com](http://KC1021.com). After 10am, we'll throw it to Jacqui and Natalie back in the studio but Jen and Truta will stay at TBD location until 6:00pm and check in hourly with the on-air team! Be a part of the giving when you sponsor an hour(s) during the radiothon!

Hourly Sponsor will receive:

- Tuesday, July 25

Inclusion in a minimum of 3x Live Mentions per designated hour  
Inclusion in a minimum of 1x Facebook post  
On-air check presentation opportunity  
Logo and Link on [KC1021.com](http://KC1021.com) for one month

Total Promotional Value: \$2,000

Net Investment: \$1000 (per hour)

*\*\$250 of your investment will be donated to Variety on your behalf*





## KC102.1 Cares for Variety Kids Radiothon 6 Available

### Matching Sponsor

Two hours of the radiothon will be dedicated to the sponsor as that hour's Matching Sponsor. Listeners will be encouraged to call in during this hour, and sponsor will match all pledges received (totaling sponsorship amount).

#### Matching Sponsor will receive

- Minimum of 4x live mentions during the sponsored hour
- 100 live streaming online spots per week for 2 weeks
- Logo and Link inclusion on [www.KC1021.com](http://www.KC1021.com)
- Inclusion in a minimum of 2x Facebook posts
- Opportunity to make an on-air check presentation

Total Promotional Value: \$5,000

Net Investment: \$3,500 (2-hours of matching)

*\*\$500 of your investment will be donated to Variety on your behalf*



## KC102.1 Cares for Variety Kids Radiothon

# 100 Cars in 100 Hours!

**100 Cars in 100 Hours is a 4-day selling marathon designed to drive traffic to your dealership and benefit Variety of Kansas City.**

### How does it work?

- 4-day car sales event
  - 4 live remotes during the 100 hours
  - Dealer donates \$100 per car sold during selling marathon to Variety.
  - Your dealership's chance to show Kansas City that you are the dealership who cares.
- Dates: 4 days based on availability

Promotional announcements begin 10 days out from event. Your dealership will receive:

- 5 live/and or recorded promotional mentions per day for 10 days. 50 total.
- Web presence on main page of KC1021.com
- Opportunity to make an on-air check presentation during radiothon
- Inclusion in a minimum of one e-blast
- 4 live remotes including 4 call-ins at each

**Promotional Value: \$30,000**  
**Promotional Cost: \$7,500**



## KC102.1 Cares for Variety Kids Radiothon

# Drive to Donate!

**KC102.1 will ask our listeners to stop by your dealership to test drive a car. For every test drive, the dealership will donate \$10 to Variety of Kansas City.**

### **Sponsor will receive:**

- **4 weeks leading up to radiothon**
- **Inclusion in a minimum of 40x :30 recorded promos**
- **Inclusion in a minimum of 20x :10 Live Mentions**
- **Web presence on main page of KC1021.com**
- **Opportunity to make an on-air check presentation during radiothon**
- **Inclusion in a minimum of one e-blast**
- **Inclusion in a minimum of 4x Facebook posts**

**Promotional Value: \$10,500**

**Promotional Cost: \$4,000**





## KC102.1 Cares for Variety Kids Radiothon

# Coins for Variety Kids!

Coins for Variety Kids is a way for children to help their peers in need. KC102.1 will encourage students to bring in loose change to their classrooms all in support of Variety of Kansas City. As presenting sponsor, your company will be the face of this campaign, be included in all promos and be the counting place for all change collected.

- 4 weeks leading up to radiothon
- Inclusion in a minimum of 40x :30 recorded promos
- Inclusion in a minimum of 20x :10 Live Mentions
- Web presence on main page of KC1021.com
- Opportunity to make an on-air check presentation during radiothon
- Inclusion in a minimum of one e-blast
- Inclusion in a minimum of 4x Facebook posts

**Promotional Value: \$10,500**

**Promotional Cost: \$4,000**





## KC102.1 Cares for Variety Kids Radiothon

# Round Up at the Register!

**KC102.1 will drive traffic into your business as an official Round Up at the Register partner! Cashiers will ask customers if they would like to "round up" their purchase price and donate the extra to Variety of KC.**

- **4 weeks leading up to radiothon**
- **Inclusion in a minimum of 40x :30 recorded promos**
- **Inclusion in a minimum of 20x :10 Live Mentions**
- **Web presence on main page of KC1021.com**
- **Opportunity to make an on-air check presentation during radiothon**
- **Inclusion in a minimum of one e-blast**
- **Inclusion in a minimum of 4x Facebook posts**



**Promotional Value: \$10,500**  
**Promotional Cost: \$4,000**