



NOVEMBER 2024

Fundraising Goal: \$350,000



"Rock and Raise" for Penn State Health Children's Hospital with 105.7 THE X and The People's Pay 4 Play XVIII. Join Nipsey, Jen Shade, and Vince for 28 hours of on-air stories and shenanigans to benefit life-saving equipment, research, and family-centered programs at Penn State Health Children's Hospital.

Miracle Match Sponsorship Opportunities | Consider joining us as a Miracle Match sponsor and encourage donations by "doubling" gifts made by individuals and organizations.

Sponsorship	Amount	Social Media & Website Recognition	Activation Materials	Invitation to Stewardship Events	Custom Event Recognition
Finale Hour Match gifts raised during finale hour	\$10,000 SOLD				Company rep announces match on air (live & pre-recorded)
Morning & Afternoon Drive Time Match gifts raised during the Thursday morning or afternoon drive times	\$10,000 1 of 2 available				Company rep announces match on air (live & pre-recorded)
Kids Helping Kids Match gifts raised by Miracle families and other kids	\$5,000 multiple available				Company rep announces match with a Miracle Family (live & pre-recorded)
Online Auction Sponsor Match all gifts received through pre-event email appeal to past donors	\$5,000 1 available				Logo on auction website & live on-air company mention when promoting the auction throughout the event



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<p>Miracle Matches</p> <p>Match gifts during a 30-minute window on Thursday</p>	<p>\$5,000 1 hour window</p> <p>\$2,500 30-min window</p>				Company rep announces match on air (live & pre-recorded)
<p>Miracle Hero</p> <p>Match all gifts made during Miracle Hero hour, which highlights patients who have benefited from the Hummingbird Program</p>	<p>\$5,000</p>				Company rep announces match on air (live & pre-recorded)
<p>"Dollars at Work" Sponsor</p> <p>Underwrite interactive experiences featuring CMN funding at Penn State Health Children's Hospital.</p> <p>Ex. Art or Music Therapy</p>	<p>\$5,000</p> <p>2 available</p>				Company rep introduces Dollars at Work segment live on-air on Thursday
<p>Decal</p> <p>Company logo on the event decal given to sponsors and \$105.70+ donors</p>	<p>\$2,500</p>				Pre-recorded segment announcing sponsorship to air multiple times during event