



**All-Star
KAYLA**

**YOU CAN HELP KIDS WITH
CANCER AND THEIR FAMILIES.**



RADIOTHON2025

IN MEMORY OF DON SNYDER



30%
increased need

Pinky Swear Foundation has seen the need for financial support increase by 30% for families facing childhood cancer in 2025.

Every time a family hears the words “your child has cancer,” they are forced to make hard decisions. They ask themselves: “Do I keep working while having to take large amounts of time off for treatments and hospital stays? If I quit my job to take care of them will we survive financially?”

Medical bills can be delayed, but rent is due, bills still come, and food is a necessity. Families facing childhood cancer need help with everyday expenses.

Pinky Swear Foundation provides financial support for housing, food, and transportation through three programs:

Pinky Swear Orange Envelope

Encouragement and gift card when a child is newly diagnosed.

Pinky Swear All-Star Fund

Keeping meals on the table, rent paid and gas tanks full.

Pinky Swear Pantry - Blank Children's Hospital

Keeping families nourished during cancer treatment.



PINKYSWEAR
FOUNDATION
Helping Kids with Cancer



YOU CAN HELP.

Become a sponsor of Radiothon 2025.

The 2025 Pinky Swear Radiothon, presented by Dean Snyder Construction, will take place on Friday, December 12 on air with 100.3 The Bus.

As a sponsor, you make Radiothon possible! Iowa families share powerful stories on air, showing exactly how your support makes a difference. Their voices move listeners to give, and you will see the impact in every call and donation that comes in.

We will also continue to honor our beloved friend, Don Snyder, who passed away in 2023. Don's passion for the mission at Pinky Swear will live on through the beautiful legacy he created, and it will be celebrated annually at Radiothon.

The Original Pinky Swear Promise

Just before nine-year-old Mitch passed away from bone cancer, he made his father pinky swear promise always to help kids with cancer – even after he was gone. More than 20 years later, Pinky Swear Foundation continues to support children with cancer and their families with everyday expenses.

Goal

Raise \$350,000 for kids with cancer

Host

100.3 The Bus

When

Friday, December 12, 2025

Where

2141 Grand Avenue Des Moines, IA 50312



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SPONSORSHIP BENEFITS

DEADLINE: NOV. 6, 2025

Premier Sponsor - Priceless

- Premier placement as “Presented by” on all event promotions
- Special check presentation during the event
- Exclusive on-air interview to launch Radiothon announcement
- Four corporate matching hours dedicated to amplifying impact
- On-air interviews both during and leading up to the event
- Recognition on 100.3 The Bus & Pinky Swear social media platforms
- Logo prominently featured on Pinky Swear’s website
- Exclusive volunteer opportunities during the event

Platinum Sponsor - \$25,000

- Check presentation before the event
- Three corporate matching hours dedicated to amplifying impact
- On-air interviews both during and leading up to the event
- Recognition on 100.3 The Bus & Pinky Swear social media platforms
- Logo showcased on Pinky Swear’s website
- Volunteer opportunities during the event

Gold Sponsor - \$20,000

- Check presentation before the event
- Two corporate matching hours dedicated to amplifying impact
- On-air interviews both during and leading up to the event
- Recognition on 100.3 The Bus & Pinky Swear social media platforms
- Logo highlighted on Pinky Swear’s website
- Volunteer opportunities during the event

Silver Sponsor - \$15,000

- One corporate matching hour dedicated to amplifying impact
- On-air interview during the event
- Recognition on Pinky Swear social media platforms
- Logo featured on Pinky Swear’s website
- Volunteer opportunities during the event

Bronze Sponsor - \$10,000

- On-air interview during the event
- Recognition on Pinky Swear social media platforms
- Logo displayed on Pinky Swear’s website
- Volunteer opportunities during the event

Supporter - \$5,000

- On-air promotional mentions during the event
- Recognition on Pinky Swear social media platforms
- Logo included on Pinky Swear’s website
- Volunteer opportunities during the event

Contributor - \$3,000

- On-air promotional mentions during the event
- Name featured on Pinky Swear’s website
- Volunteer opportunities during the event

Friend - \$1,500

- Name featured on Pinky Swear’s website
- Volunteer opportunities during the event

All sponsorship packages can be customized! Please share your ideas and business objectives with us to create a unique package for both our organizations!

SPONSORSHIP DEADLINE: NOVEMBER 12, 2025

Contact MaryBeth Meyer, Director of Marketing at marybeth.meyer@pinkyswear.org.



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IN MEMORY OF DON SNYDER

I want to support the 2025 Pinky Swear Radiothon as a (please select all that apply):

☐ Cash Sponsor | ☐ In-Kind Sponsor | ☐ Individual Donor

PLEASE SELECT THE CORRECT SPONSORSHIP LEVEL:

☐ Premier Sponsor		☐ Bronze Sponsor	\$10,000
☐ Platinum Sponsor	\$25,000	☐ Supporter	\$5,000
☐ Gold Sponsor	\$20,000	☐ Contributor	\$3,000
☐ Silver Sponsor	\$15,000	☐ Friend	\$1,500

IN-KIND SPONSORSHIP

Please provide a description of the in-kind donation and include any applicable restrictions:

Estimated Fair Market Value: _____

CONTACT/PAYMENT INFORMATION

Sponsor Listed As: _____

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Total Amount: \$ _____ Enclosed Check | ☐ Pay Online | ☐ Credit Card

Credit Card Number: _____ Expiration: _____ CSV Number: _____

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Pinky Swear Foundation Tax ID: 56-2384527