

All-Star
WILSON



PINKYSWEAR
FOUNDATION

You can help kids with
cancer and their families.

RADIOTHON 2026

PRESENTED BY



IN MEMORY OF DON SNYDER

30%

increased need



Make a difference for kids with cancer.

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.

For the last two years, more families are reaching out for help than ever before.

Demand from families in need of support has continued to skyrocket as the cost of everyday expenses increases, and more families find themselves in need of financial support.

When you sponsor Radiothon, your support directly helps families cover everyday expenses so they can focus on their child’s care instead of financial stress.

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.



You can help.

Become a sponsor of Radiothon 2026.



The 2026 WHO Pinky Swear Radiothon, presented by Dean Snyder Construction, will take place on Friday, September 18, 2026.

For one powerful day, NEWSRADIO 1040 WHO will dedicate its programming to sharing the stories of children with cancer and raising financial support for their families.

When you sponsor Radiothon, you help ensure families facing childhood cancer can keep gas in the tank, food on the table, and a roof overhead while their child is in treatment.

Your partnership helps families focus on what matters most: their child.



Goal

Raise \$350,000 for kids with cancer

Host

NEWSRADIO 1040 WHO

When

Friday, September 18, 2026

Where

2141 Grand Avenue
Des Moines, IA 50312

The Original Pinky Swear Promise

Just before nine-year-old Mitch passed away from bone cancer, he made his father promise to help other kids with cancer. They sealed that promise with a pinky swear.

Nearly 25 years later, Pinky Swear Foundation continues to honor Mitch's promise by providing financial support to families with children facing cancer.

In memory of Don Snyder

Radiothon also honors the legacy of Don Snyder, who passed away in 2023.

Don believed deeply in the mission of Pinky Swear Foundation and worked tirelessly to help grow Radiothon into a powerful day of generosity for families facing childhood cancer. His passion continues to inspire this event each year.

“We’ve gotta keep going, we’ve gotta do more for these kids and families.” – Don Snyder





RADIOTHON 2026

IN MEMORY OF DON SNYDER

SPONSORSHIP BENEFITS

DEADLINE: August 18, 2026

~~Premier Sponsor - \$30,000~~

- Premier recognition as "Radiothon Presented by [Company Name]"
- Exclusive on-air interview announcing Radiothon
- Four matching fund hours during Radiothon
- On-air promotional mentions during Radiothon
- Recognition on NEWSRADIO 1040 WHO and Pinky Swear social media platforms
- Logo with backlink prominently featured on pinkyswear.org/radiothon
- Volunteer opportunities during Radiothon

Platinum Sponsor - \$25,000

- Three matching fund hours during Radiothon
- On-air interviews during and leading up to Radiothon
- On-air promotional mentions during Radiothon
- Recognition on NEWSRADIO 1040 WHO and Pinky Swear social media platforms
- Logo with backlink featured on pinkyswear.org/radiothon
- Volunteer opportunities during Radiothon

Gold Sponsor - \$20,000

- Two matching hours during Radiothon
- On-air interviews during and leading up to Radiothon
- On-air promotional mentions during Radiothon
- Recognition on Pinky Swear social media platforms
- Logo with backlink featured on pinkyswear.org/radiothon
- Volunteer opportunities during Radiothon

Silver Sponsor - \$15,000

- One matching hour during Radiothon
- On-air interview during Radiothon
- On-air promotional mentions during Radiothon
- Recognition on Pinky Swear social media platforms
- Logo with backlink featured on pinkyswear.org/radiothon
- Volunteer opportunities during Radiothon

Bronze Sponsor - \$10,000

- On-air interview during Radiothon
- On-air promotional mentions during Radiothon
- Recognition on Pinky Swear social media platforms
- Logo with backlink featured on pinkyswear.org/radiothon
- Volunteer opportunities during Radiothon

Supporter - \$5,000

- On-air promotional mentions during the event
- Recognition on Pinky Swear social media platforms
- Logo with backlink featured on pinkyswear.org/radiothon
- Volunteer opportunities during the event

Contributor - \$3,000

- On-air promotional mentions during the event
- Name featured on pinkyswear.org/radiothon
- Volunteer opportunities during the event

Friend - \$1,500

- Name featured on pinkyswear.org/radiothon
- Volunteer opportunities during the event

We welcome the opportunity to create a partnership that aligns with your business goals while helping families facing childhood cancer.

SPONSORSHIP DEADLINE: AUGUST 18, 2026

Contact:

MaryBeth Meyer
Director of Marketing
Pinky Swear Foundation

marybeth.meyer@pinkyswear.org

515-864-9692



RADIOTHON 2026

IN MEMORY OF DON SNYDER

I want to support the 2026 Pinky Swear Radiothon as a (please select all that apply):

- Cash Sponsor
- In-Kind Sponsor
- Individual Donor

PLEASE SELECT THE CORRECT SPONSORSHIP LEVEL:

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Premier Sponsor | <input type="checkbox"/> Bronze Sponsor | \$10,000 |
| <input type="checkbox"/> Platinum Sponsor | \$25,000 | <input type="checkbox"/> Supporter |
| <input type="checkbox"/> Gold Sponsor | \$20,000 | <input type="checkbox"/> Contributor |
| <input type="checkbox"/> Silver Sponsor | \$15,000 | <input type="checkbox"/> Friend |
| | | \$5,000 |
| | | \$3,000 |
| | | \$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: _____

Pinky Swear Foundation | 5555 West 78th Street, Suite E, Edina, MN 55439

Pinky Swear Foundation Tax ID: 56-2384527