



Presented by Duval Asphalt
Benefiting the Child Cancer Fund
August 12, 2022

PARTNER WITH US TO HELP KIDS FIGHTING CANCER IN OUR COMMUNITY



Child Cancer Fund

Each year, over 100 children in Northeast Florida and Southeast Georgia are diagnosed with pediatric cancer. It takes a tremendous toll on the child and their family. The Child Cancer Fund steps in to provide caring support. The local organization was started 28 years ago by parents of children diagnosed with cancer. Since then, their programs and services have evolved to meet the needs of families in our community. Programs and services include practical, emotional, educational, and financial support for families every step of the way. To learn more visit www.childcancerfund.org

Cox Media Group

104.5 WOKV is entering their eighth year of hosting the Care-a-thon. All Cox Media Group stations (8 radio and 3 TV) combined reach over ONE MILLION ADULTS every day. The event includes a week-long digital, social media, and radio campaign culminating in a live broadcast at Nemours Children's Health Jacksonville with 100% of proceeds going directly to the Child Cancer Fund.

Care-a-thon 2022 is your opportunity to demonstrate your involvement and leadership in the community. Thank you for your consideration in partnering with us!

Visit www.wokv.com/careathon for more information.



HOW TO GET INVOLVED

Matching Hours Sponsorship Opportunities

Throughout the 13-hour broadcast, matching hour sponsorships are available to individuals, families, and companies who wish to match donations up to a certain dollar level, starting at \$3,500. Matching hour sponsorships provide the opportunity for WOKV listeners to have their donation “doubled” and the sponsor to get four-to-five on-air mentions during that matching hour. *For information, please contact Carla Montgomery at carla@childcancerfund.org.*

Volunteer with Us

The Careathon would not be possible without the support of volunteers answering calls and providing data entry. Volunteer shifts (min. 2 hours), at Nemours downtown call center, are open to anyone over the age of 18.

Donate a Meal

The Careathon stays energized and hydrated thanks to generous food and refreshment donations. If you are interested in making an in-kind donation or would like more information, please contact candace@childcancerfund.org.

Auction / Incentive Experience

If you are interested in donating an item/experience for the online auction or incentive experience for on-air promotion during the live broadcast, please contact Candace Ford at candace@childcancerfund.org.

Please complete:

Name: _____
Company (if applicable): _____
Telephone: _____
Email: _____
Hashtags: _____

Area of Interest:

- Sponsorship
- Volunteering in the call center
- Donate a meal/refreshment
- Auction / Incentive Experience

Please email form to:

carla@childcancerfund.org

or mail to:

Child Cancer Fund
4720 Salisbury Road
Jacksonville, FL 32256



A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR AT www.FloridaConsumerHelp.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



Sponsorship Opportunities:

\$ 30,000 Presenting Sponsor **Sold to Duval Asphalt**

- Exclusive mentions throughout the entire week of Careathon across 8 Cox Media radio stations as the Presenting Sponsor
- Exclusive mentions during 3 prime hours of the live broadcast
- Business Name Mention in CCF's radio spots 1 week post event on WOKV and WEZI (39 thirty-second spots)
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed on WOKV during the Careathon live broadcast

\$ 20,000 Family Partner Sponsor **Sold to Subaru**

- Call Center Naming Rights which will be mentioned during the live broadcast each time the call center is referenced
- Exclusive mentions throughout the entire week of Careathon (M-F, August 8-12) on WOKV Morning News for Family Story highlight
- Exclusive mentions during 1 prime hour of the live broadcast (\$20k matching dollars)
- The above bullet point elements each include 1 social post by Cox Media
- Business Name Mention in CCF's radio spot 1 week post event on WOKV and WEZI (39 thirty-second spots)
- Logo with link across Cox radio station's websites
- Opportunity to be interviewed on WOKV during the Careathon live broadcast

\$ 15,000 Gold Ribbon Sponsor (one available)

- Exclusive mentions during 2 prime hours of the live broadcast
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed on WOKV during the Careathon live broadcast

\$ 7,500 min. Exclusive Hour Sponsor (multiple available)

- Exclusive mentions during 1 hour of the live broadcast
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed on WOKV during the Careathon live broadcast

\$ 7,500 Online Auction Sponsor (one available)

- Exclusive mentions throughout the entire week of Careathon across 8 Cox Media radio stations
- Exclusive mentions during the live broadcast each time the online auction is referenced
- Logo with link across Cox radio station's websites

\$ 5,000 Social Media Sponsor **Sold to Paul Davis**

- Name or logo inclusion in social posts across Facebook, Instagram and Twitter pages of Cox radio stations exposing your brand to 2 million+ adults
- Logo with link across Cox radio station's websites

\$ 3,500 Shared Hour Sponsor (multiple available)

- Your business mentioned alongside up to two other non-competitive sponsors during 1 hour of the live broadcast
- Logo and link across Cox radio station's websites

Exact hours allocated to sponsors are based on investment level and first come first served. Payment must be received by the Child Cancer Fund BEFORE date of live broadcast.

