



Presented by Duval Asphalt
Benefiting



August 22 and 23, 2024

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 30 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 10th 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 2024 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 2 Day live 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 Care-a-thon 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 Care-a-thon 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 tricia@childcancerfund.org

Auction / Incentive Experience

If you are interested in donating an experience for the online auction, 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 Experience

Please email form to:

carla@childcancerfund.org

or mail to:

Child Cancer Fund

841 Prudential Dr., Suite 1200

Jacksonville, FL 32207



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: WOKV-will be live at Careathon both days. Reaches 96,500 each week.

\$ 30,000 Presenting Sponsor Sold to Duval Asphalt

- Exclusive mentions throughout the entire week of Careathon as the Presenting Sponsor
- 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

\$ 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 both days Thursday 8/22 & Friday 8/23
- Exclusive mentions throughout the entire week of Careathon on WOKV Morning News for Family Story highlight
- Exclusive mentions during 1 prime hour of the live broadcast on Friday 8/23 (\$20k matching dollars)
- The above bullet point elements each include 1 social post by Cox Media
- Logo with link across Cox radio station's websites
- Opportunity to be interviewed on WOKV during the Careathon live broadcast

\$ 20,000 Gold Ribbon Sponsor Sold to Equipment Services

- Exclusive mentions during 2 prime hours of the live broadcast (1 hour each day)
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed on WOKV during the Careathon live broadcast

\$ 5,000 Data Center Sponsor Friday 8/23 Sold to J. B. Coxwell Contracting; (Thurs. 8/22 AVAILABLE)

- Exclusive mentions hourly for the event total during the live broadcast on Thursday 8/22 OR Friday 8/23
- 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

\$ 5,000 Online Auction Sponsor Sold to Tietjen Technologies

- 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 Restoration

- 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.



Sponsorship Opportunities on Other Cox Stations

1. **WEZI** - Morning Show 6:00am to 10:00am live at Careathon Thursday 8/22
2. **WAPE** - Morning Show 6:00am to 10:00am live at Careathon Friday 8/23

WEZI Reaches 222,800 per week.

WAPE Reaches 177,800 per week

WEZI

\$10,000 WEZI Hope Sponsor (one available)

- Exclusive mentions throughout the entire week (M-F) of Careathon on WEZI
- Exclusive mentions during 1 hour of the live broadcast on WEZI (between 6am-10am) Thursday 8/22
- Logo and Link across Cox radio station's websites
- Opportunity to be interviewed live on WEZI Morning Show 6am-10am during Careathon Thurs. 8/22

\$5,000 WEZI Exclusive Hour Sponsor (multiple available)

- Exclusive mentions during 1 hour of the live broadcast on WEZI (between 6am-10am) Thursday 8/22
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed live on WEZI Morning Show 6am-10am during Careathon Thurs. 8/22

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

- Your business mentioned alongside up to two other non-competitive sponsors during 1 hour of the live broadcast on WEZI (between 6am-10am) Friday 8/23
- Logo and link across Cox radio station's websites

WAPE

\$10,000 WAPE Hope Sponsor (one available)

- Exclusive mentions throughout the entire week (M-F) of Careathon on WAPE
- Exclusive mentions during 1 hour of the live broadcast on WAPE (between 6am-10am) Friday 8/23
- Logo and Link across Cox radio station's websites
- Opportunity to be interviewed on WAPE Morning Show 6am-10am during Careathon Friday 8/23

\$5,000 WAPE Exclusive Hour Sponsor (multiple available)

- Exclusive mentions during 1 hour of the live broadcast on WAPE (between 6am-10am) Friday 8/23
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed on WAPE Morning Show 6am-10am during Careathon Friday 8/23

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

- Your business mentioned alongside up to two other non-competitive sponsors during 1 hour of the live broadcast on WAPE (between 6am-10am) Friday 8/23
- Logo and link across Cox radio station's websites



Sponsorship Opportunities on Other Cox Stations

ESPN 690 - The Aaron Schachter Show 3:00pm to 5:00pm live both days

\$2,500 Exclusive Hour Sponsor (multiple available)

- Exclusive mentions during 1 hour of the live broadcast on ESPN (between 3pm-5pm)
- Logo and link across Cox radio station's websites

\$1,000 Shared Hour Sponsor (multiple available)

- Your business mentioned alongside one other non-competitive sponsors during 1 hour of the live broadcast on ESPN (between 3pm-5pm)
- Logo and link across Cox radio station's websites

WJGL 96.9 The Eagle

Reaches 266,400 per week

\$7,500 WJGL Hope Sponsor Friday 8/23

- Exclusive mentions throughout the entire week of Careathon on WJGL 96.9 The Eagle
- Mentions on WJGL 96.9 The Eagle (one per hour 5am to 7pm, 14 for the day on 8/23)
- Two social media posts (one week of and one day of event)
- Logo and Link across Cox radio station's websites

\$5,000 WJGL Exclusive Hour Sponsor (multiple available)

- Exclusive mentions during 1 hour of the broadcast on WJGL (between 6am-10am) Thursday 8/22 OR Friday 8/23
- Logo and link across Cox radio station's websites
- Opportunity to be interviewed on WJGL Morning Show 6am-10am either Thursday 8/22 OR Friday 8/23

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

- Your business mentioned alongside up to two other non-competitive sponsors during 1 hour of the broadcast on WJGL (between 6am-10am) either Thursday 8/22 OR Friday 8/23
- Logo and link across Cox radio station's websites

Roundup Sponsor

Fast Food or QSR Restaurants (multiple available)

Your business will ask patrons to Roundup to the nearest dollar for the month of August 2024. All proceeds will be donated to the Child Cancer Fund.

- Your business will be mentioned 100x across the 5 Cox Radio Stations as a participant in Careathon.
- Logo and link across Cox radio station's websites

