

26TH ANNUAL

# radiothon

A PROGRAM OF CHILDREN'S MIRACLE NETWORK HOSPITALS

PRESENTED BY *Wendy's*



**Corewell Health™**  
Helen DeVos  
Children's Hospital  
Foundation

# Big Hearts. Bold Impact. Brighter Futures.

**December 4 & 5, 2025**  
**7 a.m. to 7 p.m.**



---

## PRESENTING PARTNER WENDY'S

# \$50,000

- The event will be referred to as Radiothon “presented by (your company)”
- Logo on Radiothon t-shirt
- Pre-recorded interview to air during Radiothon
- Logo recognition in all Radiothon e-blasts
- Four \$10,000 matches during Radiothon
- Opportunity for up to 25 volunteers during Radiothon

---

## STORY SONG PARTNER 1 AVAILABLE

# \$30,000

- Ad spot blocks played during Radiothon: “these impactful patient stories brought to you by our friends at (your company)”
- Pre-recorded interview to air during Radiothon
- Logo recognition in all Radiothon e-blasts
- One \$10,000 match during Radiothon
- Opportunity for up to 15 volunteers during Radiothon

---

## PHONE BANK PARTNER MEIJER

# \$40,000

- Throughout Radiothon, DJs will announce, “call the (your company) phonebanks”
- Pre-recorded interview to air during Radiothon
- Logo recognition in all Radiothon e-blasts
- Two \$10,000 matches during Radiothon
- Opportunity for up to 20 volunteers during Radiothon

---

## LIVESTREAM PARTNER 1 AVAILABLE

# \$25,000

- Exclusive partnership recognition as the livestream partner
- Presented as our matching partner for the last hour of Radiothon (simulcast on all West Michigan iHeart Media stations)
- Logo recognition on livestream broadcast
- Opportunity for two people to join iHeart Media in studio for one hour
- Logo recognition in all Radiothon e-blasts
- Opportunity for up to 20 volunteers during Radiothon

---

## ONLINE GIVING PARTNER ACRISURE

# \$40,000

- Exclusive partnership recognition on Radiothon donation page
- Throughout Radiothon, DJs will announce, “visit the (your company) online donation page”
- Pre-recorded interview to air during Radiothon
- Logo recognition in all Radiothon e-blasts
- Two \$10,000 matches during Radiothon
- Opportunity for up to 20 volunteers during Radiothon

---

## ENGAGEMENT PARTNER ACRISURE

# \$25,000

- In-person engagement will include “presented by (your company)”
- Opportunity to have table setup in lobby of HDVCH
- Pre-recorded interview to air during Radiothon
- Logo recognition in all Radiothon e-blasts
- One \$10,000 match during Radiothon
- Opportunity for up to 20 volunteers during Radiothon

---

## REMINDER PARTNER

### MEIJER

# \$20,000

- For the two weeks leading up to Radiothon, Nov. 19 - Dec. 3, your company will be promoted as the Radiothon Reminder Partner on all 11 iHeart Media stations\*
- Pre-recorded ad to be aired for two weeks leading up to Radiothon
- Logo recognition in all Radiothon e-blasts
- Opportunity for up to 10 volunteers during Radiothon

---

## THE HUGE SHOW PARTNER

### 1 AVAILABLE

# \$20,000

- Exclusive recognition as The Huge Show partner
- Pre-recorded interview to air during Radiothon
- Logo recognition in all Radiothon e-blasts
- Two \$5,000 matches during Radiothon
- Opportunity for up to 8 volunteers during Radiothon

---

## INCENTIVE PARTNER

### 1 AVAILABLE

# \$10,000

- Opportunity to offer incentive item to donors
- Pre-recorded interview to air during Radiothon
- Logo recognition in one Radiothon e-blast
- Two \$5,000 matches during Radiothon
- Opportunity for up to 8 volunteers during Radiothon

---

## DAY PARTNER

# \$10,000

- Pre-recorded interview to air during Radiothon
- Logo recognition in one Radiothon e-blast
- One \$10,000 match during Radiothon
- Opportunity for up to 8 volunteers during Radiothon

---

## SPOTLIGHT PARTNER

# \$5,000

- One \$1,000 match during Radiothon
- Opportunity for up to 5 volunteers during Radiothon

---

## MIRACLE PARTNER

# \$2,500

- Opportunity for up to 2 volunteers during Radiothon

---

## ALL PARTNERS RECEIVE

- Name/logo on Radiothon website, post-event impact report\*
- On-air mentions during Radiothon
- Radiothon engagement kit delivered prior to December\*
- Recognition on social media\*

**Ready to give kids a healthier future?** [Click here to become a partner today!](#)

**Questions?** Contact us at [616.391.2000](tel:616.391.2000) or [foundation@corewellhealth.org](mailto:foundation@corewellhealth.org).

\* [View our 2024 wrap report to see the impact of your partnership.](#)