



presented by Mars Family Foundation
with Milwaukee's Hometown Morning Show

benefitting Children's Wisconsin

May 7 - 8, 2026



SPONSORSHIP OPPORTUNITIES

Your Support Can Impact Kids' Lives

For more than 130 years, Children's Wisconsin has provided exceptional pediatric care and services for kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. We rely on support from our community and corporate partners to make a difference in the lives of those we serve, and we look forward to partnering with you to make a strategic investment. Miracle Marathon is one of our largest events and raises critical funds for our areas of greatest need.



What is Miracle Marathon?

Parents, patients and care providers share remarkable stories of hope and healing live on WKLH 96.5 FM and wklh.com throughout the two-day radiothon.

In 2025, listeners helped us raise over \$1,025,000 — contributing to the more than \$31 million this signature event has raised in its 27-year history!

As an event sponsor, you can increase market exposure by partnering with Wisconsin's largest pediatric enterprise and one of the nation's top Children's Miracle Network radiothons.



Kids deserve the best.

Be Part of Something Special

As a sponsor of the WKLH Miracle Marathon, you directly support the physical, social, dental and mental health of Wisconsin's kids and teens. It's your support that allows Children's Wisconsin to provide the very best care to kids.

As a sponsor, your brand will:

- Reach hundreds of thousands of listeners and supporters through on-air mentions, social media and event-day exposure
- Have the opportunity for your employees to volunteer in the phone bank or at another part of the event
- Gain greater exposure and goodwill by partnering with one of the nation's top pediatric health systems
- Lead the way for other Wisconsin companies by investing in an institution that is 100% focused on kids



**Listen to our
2025 stories.**





YOUR BRAND'S REACH

Sponsors of the WKLH Miracle Marathon will receive brand exposure across a wide audience of Children's Wisconsin supporters and WKLH listeners.*

Children's Wisconsin

Reach engaged donors, advocates and patient families across Children's Wisconsin channels:

-  **Over 200K followers on Children's Wisconsin primary social media channels**
-  **130,000 email subscribers**
-  **5,500 event and fundraising website page views**

96.5 WKLH

Reach listeners across WKLH and wklh.com from Racine to Madison to Manitowoc:

-  **264,000 weekly cumulative listeners** on 96.5 WKLH**
-  **100,000 monthly streams** on wklh.com
-  **46,000 website visitors** to wklh.com
-  **23,000 Facebook followers**
-  **3,200 website visitors** to wklh.com/miracle
-  **1,500 Instagram followers**

Listeners are 63% men and 37% women, primarily ages 25-64 — with a median age of 52.†

**Specific benefits vary by sponsorship level.*

***Cumulative listeners are people who listen to a station for at least five minutes during any time period.*

†Sources: Milwaukee-Racine Nielsen R1 A18+ June '22-May '23, Scarborough R1 Feb '22-Feb '23.

SPONSORSHIP OPPORTUNITIES

For additional benefits by level, please see the chart on the following pages.

\$50,000+ **SOLD**

Presenting Sponsor

Prominent recognition throughout every element of the event, including event naming rights: “Miracle Marathon, sponsored by your company.” Extensive print and digital exposure across Children’s Wisconsin and WKLH channels.

\$25,000+

Grateful Family Sponsor

Sponsor our Miracle Marathon storyteller updates occurring throughout the year on WKLH, beginning in October 2025. On event day, the patient family lounge — a space for families sharing their stories to relax and enjoy food and beverages — will be branded with your company logo. You will also receive recognition associated with one of our popular social media “surprise and delight” posts.

\$15,000+

Broadcast Sponsor (2 available)

Sponsor one full day of the on-air broadcast for Miracle Marathon. The entire studio will be branded with your logo, and your company will be mentioned 45+ times! Along with radio mentions, receive visual recognition through the WKLH Facebook page, where stories with the branded space as a backdrop are live streamed.

Text to Give Sponsor

Sponsor our new “Texting Tuesdays” promotion on WKLH. Donors will be encouraged to donate via the text line, with your company recognized on air and in mobile thank-you messages.

\$10,000+

Digital Match Sponsor

Kick off peer-to-peer fundraising for 30+ Miracle Marathon storytellers! Your gift will provide \$150 to support each storyteller and boost fundraising efforts. You will also receive digital recognition on each fundraiser web page, shared with their network of family and friends.

Triple Power Burst Sponsors (6 available)

Drive one of the strongest hours of fundraising. Receive distinctive on-air recognition through Triple Power Burst hours, inviting phone bank callers to triple their donation thanks to your \$10,000 matching gift. There are three sponsorships available per day, each for one hour. Triple Power Burst hours coincide with peak listener times, knowing callers wait for these hours to maximize their donations.

Volunteer Sponsor

Support our volunteers with exclusive signage, branded volunteer space, premium logo placement on volunteer t-shirts, first right of refusal for all event volunteer opportunities and the opportunity for your team to volunteer during the two-day event.

\$7,500+

Hospitality Sponsor (4 available)

Sponsor breakfast or lunch for staff, volunteers and storytellers each day of the event, with the option to split your investment between in-kind and financial support (minimum \$2,500 cash gift required). Receive recognition on air as well as in volunteer and patient family lounges.

Kids Corner Sponsor

Sponsor both days of the Kids Corner! The branded space inside the hospital will feature opportunities for company volunteers to participate in crafts and activities with patients.

\$5,000+

Power Burst Sponsors (10 available)

Receive distinctive on-air recognition through Power Hours, inviting phone bank callers to double their donation thanks to your \$5,000 matching gift. There are five sponsorships available per day, each for one hour.

Phone Bank Sponsor

Your name will be mentioned during the live broadcast when the donation call-in phone number is mentioned.

Total Board Sponsor

Take a prominent role in the excitement as the Total Board Sponsor! Each time the donation total is updated on air, your name will be mentioned as the sponsor.

Wall of Miracles Sponsor

Sponsor the full digital story library of Miracle Marathon interviews and photos on the WKLH event website.



SPONSORSHIP BENEFITS

For unique benefit details by level, please see previous pages. Presenting Sponsor (sold) to receive all listed benefits, plus additional pre-, during and post-event recognition.

	Pre-event				
	\$25,000+	\$15,000+	\$10,000+	\$7,500+	\$5,000+
Exclusive sponsorship benefits	Grateful Family	Broadcast and Text to Give Sponsors	Digital Match, Triple Power Burst, and Volunteer Sponsors	Hospitality and Kids Corner Sponsors	Power Burst, Phone Bank, Total Board and Wall of Miracles Sponsors
Children's Wisconsin social media post	1 dedicated post	Text to Give: 1 dedicated post	Digital Match: 1 dedicated post		
Recognition on Save the Date postcard	Logo	Logo	Logo		
Recognition on event website	Logo	Logo	Logo	Logo	Logo
Recognition on WKLH website	Logo	Logo	Logo	Logo	Logo
Recognition in Children's Wisconsin emails	3	3	3	3	3
Recognition in WKLH emails	2	2	2	2	2
On-air mentions	40	30	20	15	10

	Event day				
	\$25,000+	\$15,000+	\$10,000+	\$7,500+	\$5,000+
Check presentation at the event	✓				
Logo on event-day lobby signage	✓	✓	✓	✓	✓
On-air mentions	20	15	10	8	6
Logo on t-shirts	✓	✓	✓	✓	✓
Children's Wisconsin social media post	1 dedicated post	Broadcast: 1 dedicated post	Triple Power Burst and Volunteer: 1 dedicated post	1 shared post	1 shared post
WKLH social media post	1 dedicated post	1 dedicated post	1 shared post	1 shared post	1 shared post
Volunteer opportunity	✓	✓	✓	✓	✓

	Post-event				
	\$25,000+	\$15,000+	\$10,000+	\$7,500+	\$5,000+
Children's Wisconsin thank-you email	Logo	Logo	Logo	Logo	Logo
WKLH thank-you email	Logo	Logo	Logo	Logo	Logo
Children's Wisconsin thank-you social media post	1 shared post	1 shared post	1 shared post	1 shared post	1 shared post
WKLH thank-you social media post	1 shared post	1 shared post	1 shared post	1 shared post	1 shared post

Let's Connect

Want to learn more about how your organization can be a part of Miracle Marathon? We'd love to chat!

Contact us today:

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Children's
Wisconsin

Brighter Than Ever