

25th Annual TMC for Children Radiothon

Save the Date
Friday, October 23, 2026
6am - 6pm



About the Event

Connect with radio listeners across Southern Arizona while making a difference for TMC for Children's patients and families by becoming a sponsor of the TMC for Children's Radiothon.

Celebrating our **25th year**, we are excited to broadcast to a premium audience via our media partners **MixFM & La Caliente**. Hosted by the stations' on-air talent live on the TMC campus, this fun, high-energy event spotlights life-changing patient stories and features exciting interviews with local sponsors and partners—all in support of a great cause.

This community event provides a unique opportunity for your company to participate, fundraise live, bring the whole team together, and have fun while supporting all patients treated at TMC for Children.

Radiothon benefits all areas of TMC for Children, empowering medical experts to support the areas of greatest need. **Donations** to Radiothon are invested in state-of-the-art equipment and technology, pediatric therapies, community services, the Neonatal Intensive Care Unit and premature-baby needs, and so much more.

Meet our 2026 Champion Child, Jayden



Jayden was born six weeks early and diagnosed with Caudal Regression Syndrome. Due to this condition, he is missing seven vertebrae, a very rare condition that has brought many medical challenges.

Jayden has undergone multiple surgeries at TMC for Children, including procedures to support his mobility and correct club feet. Throughout these procedures, his family, including his younger brother, remained by his side.

For Jayden and his family, TMC for Children has been more than a hospital—it's been a place of healing, hope, and heart. Today, Jayden is thriving! He loves music, making people laugh, and being an awesome big brother. He even plays the trumpet in a mariachi band, bringing joy to others with every note.



Promotional campaign leading up to the 12-hour live Radiothon. Live broadcast live on 94.9 KMXZ (English) and 92.1 & 95.7 La Caliente (Spanish).



5 Radio Stations



500 Radio Spots



2.1 Million Impressions



Reach more than 27% of Tucson radio listeners, including nearly 1 million adults ages 35–64.

Sponsorship Opportunities

Whether your organization is looking for exposure, engagement, or brand alignment, we have custom sponsorship options to fit your charitable needs.

	\$25K Platinum	\$10K Gold	\$5K Silver	\$2.5K Bronze
PRE-EVENT RECOGNITION				
Opportunity to be the matching partner on direct mail or email campaign (1) Direct Mail or (2) Email for week of (est. distribution #####)	X			
Invitation to attend annual TMC for Children Kickoff celebration	X	X	X	X
Year-round listing on hospital recognition area	X			
Inclusion in Radiothon ads (time permitting)	X			
Invitation for private company hospital tour	X	X	X	X
Inclusion in social media	X	X	X	X
Inclusion in Radiothon website and email promotion	Primary	Secondary	X	X
Access to Radiothon social media toolkit and physical materials (upon request)	X	X	X	X
EVENT RECOGNITION				
Prerecorded in-studio interview w/ on-air talent to air live during event	X			
Company logo on event signage	Primary	Secondary	X	X
Radio spots highlighting your company's support pre-event and throughout live Radiothon event.	X	X		
Event signage in primary location areas	X	X		
Opportunity to present live check presentation	X	X	X	
Opportunity to be an on-air matching partner	X	X	X	
Opportunity to staff phone bank and volunteer in event activities	X	X	X	X
PREMIER EVENT BRANDING				
Premier branding - Front Stage	X			
Premier branding - Activity and Community Areas		X		
Premier branding - Food Trucks			X	
Premier branding - Volunteer Bank				X



Thank You To Our 2025 Sponsors



For any questions or if you would like more information:

Contact TMC Health Foundation
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