



Radiothon

Children's Miracle Network

October 29-30, 2026



A Beloved North Country Tradition

Each year Children's Miracle Network of Northern New York and Community Broadcasters bring heartwarming and courageous stories of local children to the North Country airwaves. Here's your chance to be part of the magic for this milestone year.

Show your support for local kids by sponsoring this year's Children's Miracle Network Radiothon!

Samaritan Medical Center is one of 170 Children's Miracle Network hospitals across North America, raising and allocating funds to improve the health and well-being of children in Jefferson, Lewis and St. Lawrence counties. All donations stay local at Samaritan to support pediatric care and provide financial assistance to local families with a child facing a medical crisis.

The annual Radiothon is the largest local fundraiser for CMN. You are invited to show your dedication to the children of our community by supporting this special event. Your generous donation will make a real difference for children, and your business will gain invaluable recognition and exposure on The Border 106.7 and 94 Rock.

Sponsorship Opportunities

Benefits Offered to ALL Radiothon Sponsors

- Logo and link on Samaritan website
- Photo/logo on CMN of NNY Facebook page
- Check presentation photo
- Signage to display at your business
- Widespread recognition as a CMN supporter

Big Change Sponsor (4 available)

- Sponsor a half-day for \$2,500 or a full day for \$4,000 to "Make Big Change" for all kids!
- On-air interviews and business mentions on both stations during your sponsored time
- Live interview at Samaritan and signage placed at main lobby event area

Miracle Match Sponsor (8 available)

- Sponsor a select hour of the broadcast for \$1,000 to encourage listeners to donate
- At least four on-air business mentions and one on-air interview during your hour

All Together Sponsor (10 available)

- Be a part of the miracles by sponsoring a child's story for Radiothon for \$500
- Bring a team to volunteer at our phone bank and get extra recognition for your business

**Create your own sponsorship,
organize a fundraiser,
or volunteer!**

There are many ways to be involved
with this event and to support CMN.
We will work with you to create an
opportunity that's the right fit for you.

Have questions? Ready to sponsor?
Contact us at 315-785-4053
or cmninfo@shsny.com



Become a Storm's Angel

Support Radiothon in memory of local CMN hero Storm Wood, who passed away in 2019. Storm loved Radiothon and, in the last year of his life, donated \$1,000 of his own money to help other kids like him. Your donation of \$1,000 or more in honor of Storm makes you a Storm's Angel, and your name will be added to a plaque that is proudly displayed at the radio station.



Learn how donations are helping make miracles happen for local kids and sign up to sponsor this year's Radiothon at samaritanhealth.com/cmn



Make Big Change For All Kids

Thanks to the support of generous donors like you, Children's Miracle Network of NNY at Samaritan Medical Center is continuing to make miracles happen for local children.

Donations at Work in 2025:

- \$74,000 distributed directly to families in Jefferson, Lewis and St. Lawrence counties to help pay for their child's medical care, including travel expenses, copays, prescriptions and equipment.
- \$91,000 to purchase critical equipment and provide patient support for child-centered areas of Samaritan.

Funds donated to CMN make a meaningful impact on healthcare for local children. Donations are not used to pay salaries or administrative fees.

Children's Miracle Network is committed to improving the health and well-being of children throughout the North Country.

