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Dear Friend of Variety – the Children’s Charity of the Desert:

Join us for the **27th Annual BIG 106 KPLM Cares for Kids Radiothon**, November 1 -2, 2022. This year, as we prepare to serve children during a critical time, we also celebrate the 8,000+ deserving Coachella Valley children that have received bikes and helmets through this event over the past 26 years!

We believe children need access to bicycles and helmets this year perhaps more than ever following limited access to schools, social activities, and outlets. What a difference a bicycle and helmet will make to these deserving children who are doing their best to remain safe and be good citizens amid a pandemic and economic challenges their families are facing.

This December, we will reach hundreds of children, who have been nominated by their teachers, with a bike and helmet in time for the holidays. Many of these children can only dream of owning their own bike, and in some cases, the bike and helmet they receive may be their only gift during the holidays. Thank you for your generosity which ensures Coachella Valley children can see their dreams of a bike of their own come true!

As a generous supporter of this event, you will also help fund critical programs and services of Variety – the Children’s Charity including art and music classes, socially inclusive activities, and adaptive bicycles for children with special needs, and developmental screenings for children 0-5 to promote early intervention and best outcomes for children before kindergarten. Your support is critical to our ability to support children in need and at-risk, and we are grateful for your generosity to improve the well-being for Coachella Valley children.

Thank you for donating and participating in this wonderful event supporting children in need. Your investment into the lives of children is making a difference!

In partnership,

Marc Lodovico

Marc Lodovico
President and Radiothon Co-Chair

Kara Robinson

Kara Robinson
Secretary and Radiothon Co-Chair

P.S. We would love to have you join us in December for the Bike Give-Away to see the joy on the children’s faces! See a video from last year’s Give-Away which is sure to make you smile at www.varietyofthedesert.org/our-events/



**TOTEBOARD
SPONSOR**
\$10,000 (SOLD OUT)



**PHONE BANK
SPONSOR**
\$5,000 (SOLD OUT)



**PROGRAM
SPONSOR**
\$2,500 (SOLD OUT)



BECOME A BICYCLE SPONSOR FOR DESERVING CHILDREN!

Help children receive the gift of joy through a new bicycle and helmet! Make the difference in the lives of children this year as a Bicycle Sponsor and receive:

- On-Air mention as a Bicycle Sponsor
- Company logo displayed in event promotions
- Invitation to present bicycles to children at the Bike Giveaway in December 2022
- Donate by credit card visit:
www.varietyofthedesert.org/Radiothon-2022
or scan the QR code provided!

- Please make checks payable to:
Variety - the Children's Charity
Attn: Radiothon 2022
42600 Cook Street, Suite 150
Palm Desert, CA 92211



SCAN ME

<u>BICYCLE SPONSOR OPPORTUNITIES</u>	
1 child	\$250
2 children	\$500
4 children	\$1,000
8 children	\$2,000

Event proceeds benefit Variety – the Children's Charity of the Desert and support programs which impact the lives of Coachella Valley children in need. Thank you for your support which will make a difference in the lives of children for years to come!

For more information, please contact Elizabeth Hotz, Development Coordinator at 760.773.9800 ext. 103 or elizabeth@varietyofthedesert.org