

Why Cause Marketing?

Advertisers are looking for ways to differentiate themselves in the marketplace. Cause marketing can help an advertiser make a social impact in our community.





Cause Marketing Trends in 2025

AI and Data-Driven Campaigns

- Brands are increasingly using AI tools to analyze consumer behavior, personalize messaging, and optimize campaign timing.
- Predictive analytics and automated platforms are helping marketers adjust campaigns in real time for better impact.

Impact Storytelling

- Consumers demand authentic, transparent stories showing real-world results.
- Video content, augmented reality (AR), and user-generated content (UGC) are becoming central to storytelling strategies.

Hyper-Local Engagement

- There's a shift toward community-based campaigns that address local issues.
- Brands are using geolocation and mobile tech to create targeted, regional initiatives

Consumer Expectations

- 89% of Gen Z and Millennials are more likely to support brands aligned with social causes
- 72% of consumers actively seek companies that reflect their values.

Market Growth

- Cause marketing has grown into a \$2B+ industry.
- Corporate giving through cause marketing reached \$21 billion in 2022, with continued growth expected.

Campaign Types

- Transactional: Donations tied to purchases.
- Message-Focused: Promoting awareness and behavior change.
- Point-of-Sale: Customer donations at checkout.

Cause Marketing and Bonneville

Bonneville's mission statement helps us lead efforts in cause marketing with our advertisers

Bonneville International is an integrated media and marketing solutions company dedicated to building up, connecting, informing and celebrating families and communities.

Bonneville International is committed to adding to the sum of good in the world with a mission to be trusted voices of light and truth influencing hundreds of millions of people worldwide

Case Study: KYGO – St Jude

- **Campaign Overview:** KYGO works with Mountain High Appliance to raise donations for St Jude.
- **Execution:** KYGO supports a 2-day radiothon and Country Concert at the Grizzly Rose. All proceeds of the concert benefit St. Jude. Mountain High Appliance uses the event to host major customers at event and show how they are truly the local company that supports the community.
- **Results:** Over 700K was raised for St. Jude in 2025.
- **Impact:** Mountain High is consistently seen as the best appliance store in Colorado due to it's support of many community initiatives

Photos from St. Jude Jam



St. Jude Jam on KYGO.com

98.5 KYGO

Now Playing: Heart Like A Truck - Lainey Wilson

Listen Now | News | Performances

EVENTS

98.5 KYGO St. Jude Jam 2024

December 5 @ 7:00 pm - 11:00 pm

98.5 KYGO ST. JUDE JAM

ACOUSTIC PERFORMANCES FROM BROTHERS OSBORNE
KAMERON MARLOWE · BAYKER BLANKENSHIP

PRESENTED BY MOUNTAIN HIGH

100% OF PROCEEDS GO TO ST. JUDE CHILDREN'S RESEARCH HOSPITAL

DECEMBER 5TH AT THE GRIZZLY ROSE

98.5 KYGO St. Jude Jam is back December 5th at the Grizzly Rose. This year's show will feature Brothers Osborne, Kameron Marlowe, and Bayker Blankenship all playing special acoustic sets as we raise funds for the lifesaving mission at St. Jude Children's Research Hospital. Tickets are [on-sale now](#) and 100% of proceeds go directly to St. Jude. 98.5 KYGO St. Jude Jam is presented by Mountain High Appliance.

Share

DETAILS	VENUE
Date: December 5	Grizzly Rose 5450 N Valley Hwy

Now Playing: Thought You Should Know - Morgan Wallen

Listen Now | News | Performances | Events Calendar | Contests | Shows | Menu

View Calendar

98.5 KYGO ST. JUDE JAM

ACOUSTIC PERFORMANCES FROM BROTHERS OSBORNE

DECEMBER 5TH AT THE GRIZZLY ROSE

Thanks To Our Sponsor: MOUNTAIN HIGH

Countdown to St. Jude Jam

- 20
- 8
- 20
- 53

MUSIC CITY MINUTE: 2024 CMA Awards announces performance lineup | Music City Minute

COLORADO NEWS: Soon a 'local secret' to get through TSA quickly at Denver's airport will be gone

COLORADO NEWS: Colorado State Patrol tells drivers, 'hit the deer, not the brakes'

The St. Jude Jam graphics ran on the site from 10/8 - 12/5.

Now Playing: Thought You Should Know - Morgan Wallen

Listen Now | News | Performances | Events Calendar | Contests | Shows | Menu

Featured on 98.5 KYGO

- 98.5 KYGO St. Jude Jam
- Win tickets to The Polar Express™ at ICE!
- Can't Beat Tracy

St. Jude Radiothon on KYGO.com

98.5 KYGO's Country Cares for St. Jude Kids Radiothon

Give Monthly. Get Your Shirt!

Donate To St. Jude

St. Jude Supporter
Lainey Wilson

THANK YOU! OVER \$700,000 RAISED SO FAR!

Disney+
hulu
ESPN+

Now with ad-free Disney+ & Hulu

Choose Your Bundle

2 Partners in Hope – Provides 1 platelet transfusion for a patient.
3 Partners in Hope – Provides 5 days of oxygen for a patient.
6 Partners in Hope – Provides a day of chemotherapy for a patient.
14 Partners in Hope – Helps St. Jude Host the Annual Team Prom

Thanks to Our Sponsors

MOUNTAIN HIGH APPLIANCE

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

Disney+
hulu
ESPN+

Now with ad-free Disney+ & Hulu

Choose Your Bundle

Become a "Partner in Hope" Donor today by clicking the donation button below. You can also call 1-800-363-5334 or text KYGO to 626262.

Donate To St. Jude

MOUNTAIN HIGH APPLIANCE

Disney+
hulu
ESPN+

Now with ad-free Disney+ & Hulu

Choose Your Bundle

It's only \$19 a month to become a "Partner in Hope" and when you sign up, you'll get the exclusive **This Shirt Saves Lives** t-shirt. When you give \$19 per month, you make it possible for St. Jude to care for the world's sickest kids. Your support means families never receive a bill from St. Jude so they can focus on their child during this tough time.

Spread the holiday spirit to families at St. Jude and become a "Partner in Hope" now. You've seen artists like Carrie Underwood, Carly Pearce, Gabby Barrett, Kane Brown, Jordan Davis, Maren Morris, Lady A, and so many more wearing the **This Shirt Saves Lives** tee. As a thank you for becoming a St. Jude monthly donor, you will get your very own t-shirt.

The St. Jude Jam page was live on the site from 11/22 – 12/5.

St. Jude Radiothon Dedicated Emails



**Give Monthly.
Get Your Shirt!**

Donate To St. Jude 

St. Jude Supporter
Lainey Wilson

Call 1-800-363-5334 or text KYGO to 626262

Please join us on-air for this year's Country Cares for St. Jude Radiothon on December 4 and 5 as we bring you stories of inspiration and hope!

Become a "Partner in Hope" donor today by clicking the donation button below. You can also call 1-800-363-5334 or text KYGO to 626262.

It's only \$19 a month to become a "Partner in Hope," and when you sign up, you'll get the exclusive 'This Shirt Saves Lives' t-shirt. When you give \$19 per month, you make it possible for St. Jude to care for the world's sickest kids. Your support means families never receive a bill from St. Jude so they can focus on their child during this tough time.

Also, get two tickets to Scotty McCreery's Secret St. Jude Show at the Grizzly Rose on Sunday, December 8, by becoming a "Partner in Hope" during the radiothon on December 4 and 5.

BECOME A PARTNER OF HOPE

The dedicated email on 12/4 was sent to 41,349 subscribers and had an open rate of 48% (20,087 people).

The dedicated email on 12/5 was sent to 41,865 subscribers and had an open rate of 23% (9,752).

St. Jude Radiothon



KYGO raised \$702,551 in two days for St. Jude Children's Research Hospital!!

Thanks to generous sponsors like Mountain High Appliance- we couldn't do it without you!!!

Case Study: KKFN – Be a Mentor Be a Fan Football Camp

- **Campaign Overview:** KKFN hosts a football camp in June for kids to learn football skills from KKFN talent. D1 Training was looking to connect with parents of children in sports and worked with KKFN
- **Execution:** Registration of 150 kids from community and children of Big Brothers/Big Sisters
- **Results:** 100% of all fees paid to attend camp go to Big Brothers/Big Sisters
- **Impact:** D1 Training connected with parents of student athletes about their training services and helped reinforce the need for Big Brothers/Big Sisters mentors



FAN FOOTBALL CAMP 2024 – ONSITE ACTIVATION



-
- **Logo & link** on Fan Football Camp webpage
 - Inclusion in one DenverSports.com branded **social post**
 - 15,000 **digital banners** on DenverSports.com
 - 10x10 Area for **sponsor set up**
 - **:30 radio**, Streaming & VCA commercial package



DELIVERABLES

ALL CITY STADIUM

C



To donate and learn more about Big Brothers, Big Sisters of Colorado, [click HERE](#).

[D1 Training](#) is an athletic-based training facility that isn't another trend and doesn't make false promises – they deliver results. Whether you are a beginner looking to lose some weight, a college athlete with your eye on going pro or anyone in between, they are dedicated to helping you reach your goals. Backed by decades of experience, they have the age-appropriate programs, expert coaches and specialized facilities that will power you to your goal. Come experience the [D1 Difference!](#)



EVENT PAGE



Details about D1 Training and logo were listed at the bottom of the Event page for the Fan Football Camp, we embedded direct links to the D1 Page from there.

- **Unique Users: 1,011**
- **Sessions: 1,264**

D1 Training was included in an activation spotlight that was seen across Facebook and Instagram. This appeared on the feed, stories, reels, and marketplace.



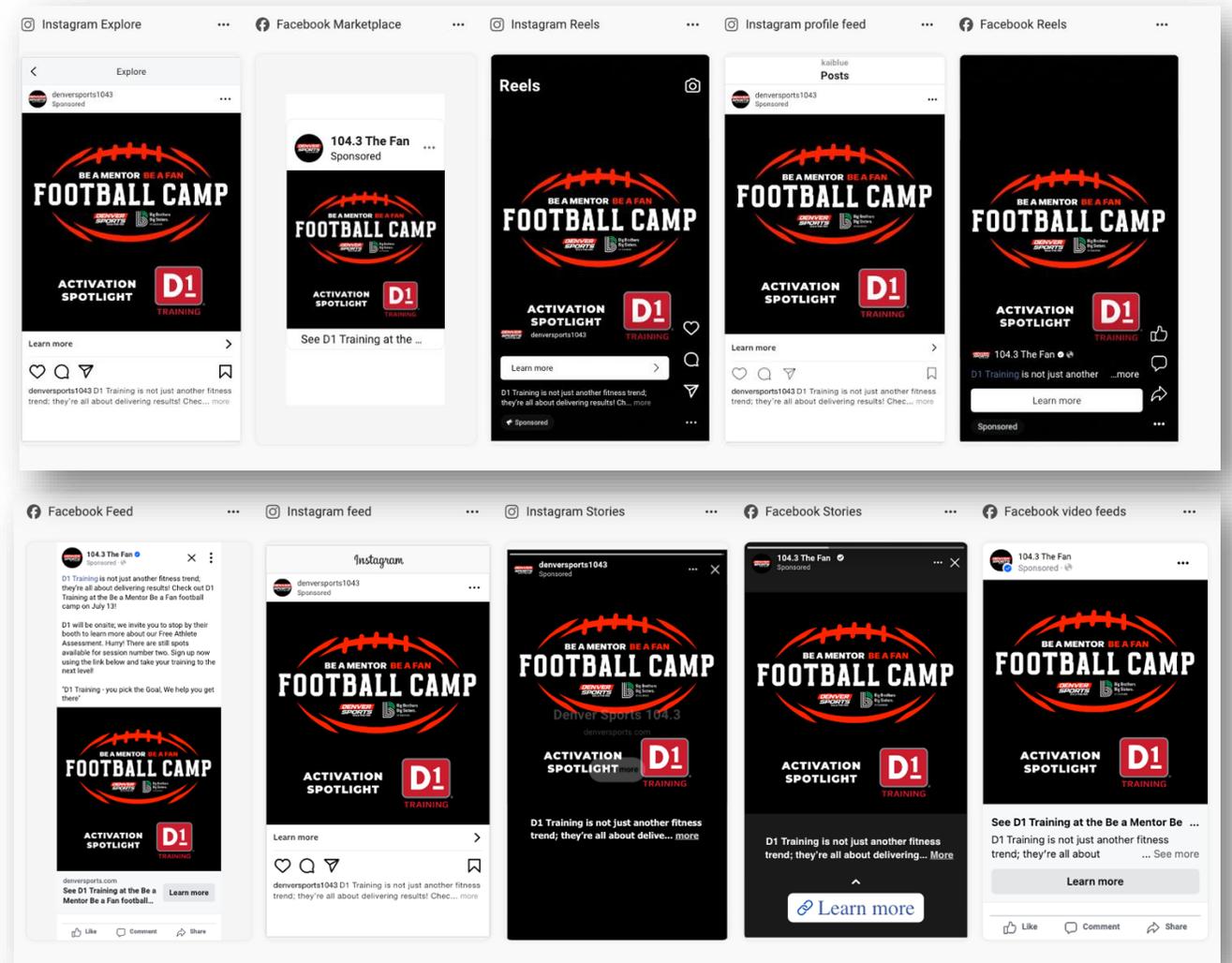
SOCIAL

43,853 Impressions

20,596 Reached

780 Clicks

1.78% CTR



On the Site: Be a Mentor, Be a Fan Football Camp - July 13 - Sign up now



YOU PICK THE GOAL
WE HELP YOU GET THERE

CLICK HERE



THE LATEST



TOP STORIES

In offseason, Vance Joseph
simplified Broncos defense even
more

RAMOS LAW
TEXTLINE

(303)713-1043

STOKLEY

ROS BANNERS



15,006 Total impressions - .06% CTR

Displayed across DenverSports.com



Case Study: KYGO Fill The Truck

- **Campaign Overview:** Food insecurity in Colorado is growing. With the help of our partners at Walmart we work together to raise monetary and food donations for Food Bank of the Rockies
- **Execution:** 3 Day event at Walmart where KYGO personalities request donations to the Food Bank of the Rockies
 - Our team works with Walmart to display highest need items with end cap displays. Our volunteers distribute grocery lists to customers walking into Walmart
- **Results:** Even with heavy snowfall this year we collect 3,208 pounds of food and financial donation for \$5,000.
- **Impact:** This event supplied 14,791 meals to our neighbors facing hunger. We also increased store sales during the 3-day collection period and highlighted Walmart as a community partner



Walmart 
Save money. Live better.



Expires 1/29/2026

Fill the Truck!
 Today's donation fuels tomorrow's hope

FOOD BANK OF THE ROCKIES

NOVEMBER 6TH-8TH
 6675 Business Center Dr – Highlands Ranch Walmart

Save Money. Live Better. Walmart

98.5 KYGO Walmart

Fill the Truck

Join 98.5 KYGO, Walmart and Food Bank of the Rockies as we ban together to Fill the Truck in just three days! On November 6, 7 and 8, join us at the Highlands Ranch Walmart to donate food products to the Food Bank of the Rockies.

LEARN MORE

November 11, 2023

When @985kygo listeners show up for the community they SHOW UP! To help fill up that massive @foodbankrockies truck in just 3 days is going to go such a long way for ou... See more

View · Comment · Like · Retweet · Share · More

Michael Buhrman is at Walmart Highlands Ranch.
 November 9, 2023 · Highlands Ranch

There it is! We need to fill that bad boy up with canned goods and non perishable items for the Food Bank of the Rockies for 98.5 KYGO Hope For All Fill the Truck Truck at the Highlands Ranch Wal Mart!