

Why Sponsor? *Source: The Harris Poll (May 2019)*

- 92% would be more committed to their employer if they supported Make-A-Wish.
- 78% feel like they're doing something positive for their community by purchasing from a company that supports Make-A-Wish.
- 68% said they'd be more likely to recommend a company to a friend if they knew they supported Make-A-Wish.



Benefits	Presenting \$60,000 (Limit 1)	Legacy \$50,000	Wish Champion \$25,000	Wish Visionary \$15,000	Wish Granter \$10,000	Wish Hero \$7,500
Marketing recognition						
Two-minute feature video highlighting Make-A-Wish support shared during program	★					
Recognition on table program*	Logo	Logo				
Opportunity to provide branded giveaway	★	★	★			
Participation in Facebook Live video	★	★	★			
Verbal recognition during program	★	★	★	★	★	
Recognition on save-the-date, invitation and auction website*	Logo	Logo	Logo	Logo	Name	Name
Recognition in digital event catalog and printed catalog*	Two pgs	Two pgs	Full pg	Full pg	Full pg	Half pg
Recognition on event signage and video screens*	Logo	Logo	Logo	Logo	Name	Name
Event guest benefits						
Special VIP gift	★	★				
Auction item delivery	★	★				
Complimentary hotel accommodations	3 rooms	2 rooms	1 room	1 room		
Complimentary table(s)	3 tables of 10	3 tables of 10	2 tables of 12	2 tables of 10	1 table of 12	1 table of 10
Web and print collateral inclusions						
Inclusion in <i>Wishful Thinking</i> newsletter (print)	Logo	Logo	Logo			
Inclusion in <i>Wishful Thinking</i> newsletter (web)	Logo	Logo	Logo	Logo		
Recognition on chapter website event page	Logo	Logo	Logo	Logo	Logo	Name
Inclusion in guest thank you email	Logo	Logo	Logo	Logo	Logo	Name
Support mentioned on social media	★	★	★	★	★	★
Direct mission advancement recognition						
Commemorative gift for company display	★	★	★	★	★	★
Wish granted in honor of sponsorship	★	★	★	★	★	
Opportunity to enhance a wish	★	★	★	★		
Fair market value	\$10,589	\$8,908	\$6,863	\$5,759	\$3,312	\$2,760

* Inclusion in additional Wish Night marketing opportunities may be added as appropriate with your sponsor level. Collateral inclusion deadlines: save-the-date (9/22/23), invitation (11/10/23), all other benefits (1/26/24). Guest registration deadline: 2/16/24.

Individual tickets can be purchased at \$375 per guest. Tables of 10 guests can be purchased at \$3,750
Please note: Donor Advised Fund payments cannot be used for goods and services, such as event sponsorship.



Additional Sponsorship Opportunities

Wish Family Experience – \$5,000 (FMV \$552)

Help create a night to remember for a wish family at Wish Night! This level can be an add-on to your existing level, or a stand-alone sponsorship.

- Two sponsor tickets to attend Wish Night
- Underwrite the cost of two hotel rooms and overnight parking for a wish family at Wish Night
- Logo included on special wish family invitation and event signage
- Logo included on special welcome gifts for wish family
- Opportunity to include personalized welcome card for wish families with logo included
- Photo of family enjoying their Wish Night experience
- Support mentioned on social media

Champagne Welcome – \$7,500 (FMV \$1,104)

Complimentary welcome champagne provided to guests upon registration.

- All marketing recognition of Wish Hero level
- Logo recognition on guest napkins
- Logo on decorative light on wall
- Four seats at Wish Night

Specialty Cocktail Ice Bar – \$15,000 (FMV \$2,999)

Centrally located feature of the Wish Night cocktail hour featuring specialty drinks.

- All marketing recognition of Wish Visionary level
- Logo recognition on guest napkins
- Logo inclusion in custom ice design
- One table of 10 at Wish Night
- Complimentary hotel accommodations – 1 room

Post Event Reception – \$25,000 (FMV \$3,551)

Celebration will follow the conclusion of Wish Night featuring late night bites, drinks, and dancing.

- All marketing recognition of Wish Champion level
- Logo recognition on guest napkins
- Logo included in lounge décor
- Logo on decorative light in room
- Verbal acknowledgement from DJ
- One table of 12 at Wish Night
- Complimentary hotel accommodations – 1 room