

MAKE-A-WISH® WISCONSIN

# 40th Birthday



Make-A-Wish Wisconsin is celebrating 40 years of life-changing impact on kids battling critical illness. Thanks to our community of supporters like you, nearly 8,000 kids have received the essential hope, strength, and transformative joy they need through the power of a wish. **Your support has helped write our history and your new commitment will define our future.** As a sponsor, your brand will:

- ★ *Directly support the mental, emotional and physical well-being of children battling critical illnesses through the power of a wish come true.\**
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

As part of the year-long celebration, more than 3,000 wish kids and their families, volunteers, medical referral sources and sponsors from across the state will join together at **Wild Wishes**, a 40th birthday event at Milwaukee County Zoo on **June 23, 2024**, to celebrate 40 years of making wishes come true across the state of Wisconsin.

\*Wish Impact Study, 2022

## Celebration \$40,000+ YEAR-LONG SPONSORSHIP

- ★ \$40,000 sponsorship package to be allocated across the 2024 Make-A-Wish Wisconsin signature events of your choice (i.e. *Wish Night, Gourmet, Walk*).
- ★ Opportunity to attend and receive recognition at exclusive rooftop event in Milwaukee with other 40th Birthday Sponsors, c-suite executives, philanthropists, staff and board members.
- ★ Company name listed in publicity outreach to local and state-wide media.
- ★ Corporate logo featured on 40th Birthday event site.
- ★ Recognition in printed newsletter, distributed to 27,000+ unique homes and businesses
- ★ Recognition on Facebook, followed by more than 19,000 fans.
- ★ Use of Make-A-Wish Wisconsin name and logo in advertising connected to the 40th Birthday.
- ★ Your help in sponsoring the wish of at least four (4) children. Includes at least four (4) brass stars engraved with wish child's name and wish story. *Note: Quantity of wishes dependent on choice of sponsorship packages across all signature events.*

## WILD WISHES 40TH BIRTHDAY EVENT BENEFITS June 23, 2024

- Company logo included in marketing material, invitation and signage.
- Opportunity to donate unique giveaway to guests.
- Admission to Wild Wishes for four (4) guests.
- Private VIP reception overlooking the Elephant Care Center for two (2) guests, with the opportunity to meet local wish children (2-3pm).

*Consider sharing your business objectives with us to create a unique sponsorship package benefiting both our organizations.*



99% of medical providers say a wish improves a child's - and their own - emotional well-being\*



9 out of 10 parents surveyed believe the wish experience is a necessary part of a child's treatment journey\*



9 out of 10 wish kids shared that they felt more joyful, confident and hopeful for their future\*



95% of parents surveyed say their child's wish brought their family closer together\*

MAKE-A-WISH® WISCONSIN

# 40th Birthday

A wish is a powerful thing. But it isn't a fleeting moment.  
A wish is a journey full of impactful, empowering experiences.  
**When you support wishes, you make an investment in a child's future,**  
for their hope, strength and joy.



## SPONSORSHIP TYPE

**Celebration** \$40,000+ (tax-deductible amount to be determined based upon events chosen)

## SPONSOR/PAYMENT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address:  Home  Business \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone:  Cell  Business \_\_\_\_\_

Sponsor Name (as you would like it to appear): \_\_\_\_\_

- Please invoice me
- Check enclosed (made payable to Make-A-Wish® Wisconsin)
- Please charge my:
  - VISA  MasterCard  Discover  American Express

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV (3-Digit Code): \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Name on card: \_\_\_\_\_

*If unforeseen circumstances cause us to cancel our event, you will be given the option to receive a full refund.*

Please mail completed form and payment to:  
Make-A-Wish Wisconsin, 11020 W. Plank Court, Suite 200,  
Wauwatosa, WI 53226.

For more information, please contact: Kelsey Rice, Corporate & Events  
Manager at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org) or 414.763.8357.

## DEADLINES

*\*To be included in all applicable Wild Wishes 40th Birthday Event marketing material, please send a high-resolution, vector EPS version of your company's logo by April 19, 2024.*

Make-A-Wish®  
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★ CELEBRATING 40 YEARS OF WISHES ★

# Wish Night<sup>®</sup>



In 1994, Les Weil and Jodi Peck put forth extraordinary effort to create Make-A-Wish Wisconsin's first-ever gala. The event was founded in memory of their daughter Kelly Weil, who had recently passed away after a long battle with bone cancer. Now 31 years later, Wish Night has grown into an annual highlight of the fundraising calendar. **As a sponsor, your brand will:**

- ★ *Directly support the mental, emotional and physical well-being of children battling critical illnesses through the power of a wish come true.\**
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

**EVENT AUDIENCE:** Wish Night consistently attracts top businesses, leaders and executives to our mission and event. Many participants are C-suite executives, celebrities, influencers, and philanthropists all with a wide scope of influence and are decision makers in the community.

## WHEN

Thursday, April 11, 2024  
5:00 p.m. to 9:00 p.m.

## WHERE

The Pfister Hotel  
424 E Wisconsin Ave  
Milwaukee, WI 53202

## Presenting \$40,000+ LEVEL SPONSORSHIP

- Twenty (20) tickets for two tables with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of four (4) children. Includes four (4) brass stars engraved with wish child's name and wish story. **Includes opportunity to participate in a child's wish day.**
- ★ Opportunity for company representative to speak at the event - live or pre-recorded.
- ★ Company name listed in press releases.
- ★ Recognition of sponsorship during event.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Recognition on Facebook, followed by more than 18,000 fans.

## Platinum \$25,000+ LEVEL SPONSORSHIP

- Twenty (20) tickets for two tables with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of three (3) children. Includes three (3) brass stars engraved with wish child's name and wish story.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Recognition on Facebook, followed by more than 18,000 fans.

## Gold \$20,000+ LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Recognition on Facebook, followed by more than 18,000 fans.

## Silver \$15,000+ LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Exclusive placement of company logo on the auction bidding service platform, tasting station OR wine pull bags and boxes.

## Bronze \$10,000+ LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.

\*Wish Impact Study, 2022

\*\*All levels include right to use Make-A-Wish<sup>®</sup> Wisconsin proud partner logo for one-year term.

# Wish Night®

A wish is a powerful thing. But it isn't a fleeting moment. A wish is a journey full of impactful, empowering experiences. **When you support wishes, you make an investment in a child's future**, for their hope, strength and joy.

## SPONSORSHIP TYPE

- Title** \$40,000+ (\$37,100 is tax-deductible)
- Platinum** \$25,000+ (\$22,100 is tax-deductible)
- Gold** \$20,000+ (\$18,550 is tax-deductible)
- Silver** \$15,000+ (\$13,550 is tax-deductible)
- Bronze** \$10,000+ (\$8,550 is tax-deductible)
- \*Early Bird Table (10 guests)** \$6,000+ (\$4,550 is tax-deductible)
- Table (10 guests)** \$8,000+ (\$6,550 is tax-deductible)
- \*Early Bird Ticket** \$600+ (\$455 is tax-deductible)
- Ticket** \$800+ (\$655 is tax-deductible)
- I cannot attend, but would like to make a tax-deductible donation of: \$\_\_\_\_\_.

Consider sharing your business objectives with us to create a unique sponsorship package benefiting both our organizations.

**\*Early Bird Tables and Tickets available until December 31, 2023.**

## SPONSOR/PAYMENT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address:  Home  Business \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone:  Cell  Business \_\_\_\_\_

Sponsor Name (as you would like it to appear): \_\_\_\_\_

- Please invoice me
- Check enclosed (made payable to Make-A-Wish® Wisconsin)
- Please charge my:
  - VISA  MasterCard  Discover  American Express

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV (3-Digit Code): \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Name on card: \_\_\_\_\_

*If unforeseen circumstances cause us to cancel our event, you will be given the option to receive a full refund.*

Please mail completed form and payment to:  
Make-A-Wish Wisconsin, 11020 W. Plank Court, Suite 200,  
Wauwatosa, WI 53226, by February 9, 2024.

For more information, please contact: Kelsey Rice, Corporate & Events  
Manager at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org) or 414.763.8357.

## DEADLINES

*\*To be included in all applicable Wish Night promotional material please, send a high-resolution, vector EPS version of your company's logo by February 9, 2024.*

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★ CELEBRATING 40 YEARS OF WISHES ★



Experience the power of a wish at this inspiring reception on the shores of Lake Mendota, on **Thursday, May 16, 2024, from 5:00 – 8:00pm at Bishops Bay Country Club**, 3500 Bishops Bay Dr, Middleton, WI.

Wishes By The Bay features inspirational wish stories, food, beverages, entertainment, silent auction, raffle and an inspiring program featuring a local wish child. **As a sponsor, your brand will:**

- ★ *Directly support the mental, emotional and physical well-being of children battling critical illnesses through the power of a wish come true.\**
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

Please join us to help create needed hope, while experiencing the magic of the Make-A-Wish® mission.

## Co-Presenting \$10,000+

### EXCLUSIVE SPONSORSHIP FOR TWO (2) NON-COMPETING COMPANIES

- Sixteen (16) tickets for two (2) reserved tables with premium seating.
- ★ Company logo/name included as presenting sponsor in marketing material, event signage, website and guest e-blasts.
- ★ Exclusive signage in the stage area.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Opportunity for company representative to speak at the event.
- ★ Inclusion in publicity outreach to local media.
- ★ Recognition during program.
- ★ Plaque featuring unique artwork from a Wisconsin child.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ Special gift for each table guest.

## Strength \$3,000+

### LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in marketing material and event signage.
- ★ Recognition during the program.
- ★ Special gift for each table guest.

## Joy \$1,500+

### LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in event signage.

## Hope \$5,000+

### LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in marketing material, event signage, website and guest e-blasts.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Recognition during program.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ Special gift for each table guest.

## Magic \$500+

### LEVEL SPONSORSHIP

- Four (4) general admission tickets.
- ★ Company name included in event signage.

\*Wish Impact Study, 2022

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