

# Wild Wishes

MAKE-A-WISH® WISCONSIN 40TH BIRTHDAY CELEBRATION



**Make-A-Wish Wisconsin is celebrating 40 years of life-changing impact on nearly 8,000 kids battling critical illness.** Wild Wishes, a 40th birthday event, celebrates the community of people it takes to grant those wishes – including wish kids and their families, volunteers, medical referral sources, sponsors from across the state, and you!  
**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:** Your sponsor commitment will provide a unique opportunity to showcase your business to more than 3,000 attendees from across the state.

## WHEN

Sunday, June 23, 2024  
11:00 a.m. to 2:00 p.m.

## WHERE

Milwaukee County Zoo  
10001 W Bluemound Rd  
Milwaukee, WI 53226

## Presenting \$25,000+

### LEVEL SPONSORSHIP

- ★ Company logo included as Presenting sponsor in marketing material, event signage, website, and event t-shirts.
- ★ Your help in sponsoring the wish of three (3) children. Includes three (3) brass stars engraved with wish child's name and wish story.
- ★ 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.
- ★ Opportunity to promote your company on-site and to donate unique giveaway to guests.
- ★ 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.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
  - Admission to Wild Wishes for ten (10) guests.
  - Private VIP reception overlooking the Elephant Care Center for two (2) guests, with the opportunity to meet local wish children (2-3pm).

## Joy \$20,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Exclusive signage and/or sponsor recognition on choice of admission for income-restricted families or on rides & attractions for wish kids and their families. Rides & attractions include: ropes course/zip line, zoofari train, sky glider & gorilla VR.
- ★ 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 to promote your company on-site and to donate unique giveaway to guests.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
  - Admission to Wild Wishes for eight (8) guests.
  - Private VIP reception overlooking the Elephant Care Center for two (2) guests, with the opportunity to meet local wish children (2-3pm).

## Wish \$15,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ 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 to promote your company on-site and to donate unique giveaway to guests.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
  - Admission to Wild Wishes for six (6) guests.
  - Private VIP reception overlooking the Elephant Care Center for two (2) guests, with the opportunity to meet local wish children (2-3pm).

## Strength \$10,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ 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 of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
  - 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).

## Hope \$5,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ 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 of sponsorship during event.
- Admission to Wild Wishes for two (2) guests.

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

\*Wish Impact Study, 2022

# Wild Wishes

MAKE-A-WISH® WISCONSIN 40TH BIRTHDAY CELEBRATION

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

- Presenting** \$25,000+ (\$24,715 is tax-deductible)
- Joy** \$20,000+ (\$19,772 is tax-deductible)
- Wish** \$15,000+ (\$14,829 is tax-deductible)
- Strength** \$10,000+ (\$9,886 is tax-deductible)
- Hope** \$5,000+ (\$4,943 is tax-deductible)
- I would like to make a tax-deductible donation at a different giving level in the amount of: \$\_\_\_\_\_.

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

## 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 April 19, 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 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®  
WISCONSIN

★ CELEBRATING 40 YEARS OF WISHES ★