

Champions of Hope

Sustaining Chapter Sponsorship

For 35 years, Make-A-Wish® Central & Western NC has brought transformational wishes to more than 5,300 local children with critical illnesses and their families. But we're not done yet. Now more than ever, hope is essential for children who are currently feeling isolated and vulnerable. While fighting their illnesses, these children are anxiously counting the days until their wish will be granted. We need your help...

As a Make-A-Wish Champion of Hope, your yearlong commitment will allow wishes to come true, giving wish kids their heartfelt experiences of hope and joy when they need it most. You will also join a select group of philanthropic businesses who help us innovate rapidly to grant wishes in new ways now – and into the future.

This unique partnership includes benefits at varying levels of investment for your organization in areas of:

★ **Employee Engagement** ★ **Brand Alignment** ★ **Publicity**

No matter the circumstances, every child deserves a childhood. **Research shows that children who have wishes granted can build the physical and emotional strength they need to fight a critical illness.** These life-changing wishes wouldn't happen without the power of partners like you. With your organization's support, Make-A-Wish is committed to ensuring that no child waits even one unnecessary day to experience the hope and joy that a wish brings.

Together, we can continue to be a light of hope for today – and tomorrow.



Make-A-Wish ranks in the top 10% of all U.S. brands for quality, social impact, shared values and reputation.



Make-A-Wish is ranked as one of the top-3 most loved nonprofits in the U.S.



*I wish to have
a playhouse*

Leigh Ann, 3

congenital heart disease

A House Full of Hope

Leigh Ann loves playing house with her dolls, so she wished for a fun getaway within steps from her door where she could play with her little companions and feel the joy of friendship that she missed so much since battling her illness. Thanks to Make-A-Wish, Leigh Ann's playhouse has truly brightened her spirits. Every day, Leigh Ann eagerly looks forward to taking her dolls out to her new playhouse. She loves peeking her head outside the window to breathe in the fresh air. Leigh Ann also adorns her dining room table with flowers, helping hope to bloom throughout the playhouse — and in her heart.

Make-A-Wish
CENTRAL AND WESTERN
NORTH CAROLINA

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Sponsorship Benefits:

The average cost of a wish for Make-A-Wish® Central & Western NC is \$6,000. Your partnership today could be representative of granting 4 to 16 wishes. Our dedicated staff will help you to celebrate this life-changing impact with your employees and our community in the following ways (cumulative by level):

Bronze (4 Wishes!) \$25,000	<ul style="list-style-type: none"> ★ Framed wish story for office display highlighting the profile of a local wish kid ★ Make-A-Wish facilitated information session for employees (in-person or virtual) ★ Opportunity to host a sendoff, welcome home party, or wish reveal. ★ Social Media feature for MAW & Partner's social channels (1) ★ Thank you from a wish kid for use in company publications ★ A Brick on our Walkway of Wishes at the Central & Western NC Wishing Place ★ Use of Make-A-Wish CWNC Bronze Champion of Hope Designation for one-year term ★ Right to use chapter name/logo (subject to MAW approval) ★ Name recognition on chapter website ★ Acknowledgement in our annual Year in Wishes Report
Silver (8 Wishes!) \$50,000	<ul style="list-style-type: none"> ★ Receive local wish stories quarterly to share internally to inspire employees & connect with the mission ★ Engagement with a wish ambassador (wish kid, wish family, medical professional) to share their wish experience ★ Collaboration on partnership video featuring your organization's key stakeholders, MAW leadership, and wish kid for use by company. Scripting, casting, and location support provided by MAW; partner responsible for videographer and cost ★ Opportunity to host a formal check presentation to be shared on partner & chapter communication (social, email, newsletter, etc.) ★ Use of Make-A-Wish CWNC Silver Champion of Hope Designation for one-year term ★ Logo recognition on chapter website (in lieu of name)
Gold (12 Wishes!) \$75,000	<ul style="list-style-type: none"> ★ Opportunity to host biannual sendoffs, welcome home parties, or wish reveals ★ Exclusive invitation to a local wish reveal (when appropriate/available) ★ Biannual "Thank you" messages from a wish kid for use in company publications ★ Highlight of partnership in chapter newsletter or eblast ★ Collaboration on integrated communications plan to amplify partnership ★ Use of Make-A-Wish CWNC Gold Champion of Hope Designation for one-year term
Platinum (16 Wishes!) \$100,000	<ul style="list-style-type: none"> ★ Partnership celebration reception to be hosted at the Wishing Place with Chapter Leadership ★ Potential for customized employee engagement opportunity at partner's office facilitated by MAW Staff member ★ MAW supported content for partner's social media channels tagging CWNC chapter ★ Dedicated press release announcing partnership, including quote from MAW CWNC leadership ★ Feature story of your partnership in chapter newsletter or eblast (in lieu of highlight) ★ Use of Make-A-Wish CWNC Platinum Champion of Hope Designation for one-year term

Benefit area color key: **Employee Engagement** | **Brand Alignment** | **Publicity**

*Benefits by level or type have potential to be scaled or modified depending on corporate partner goals and opportunities.



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