



Make-A-Wish®
IOWA

PARTNERSHIP AGREEMENT



INTRODUCTION

MAKE-A-WISH AMERICA

Founded in 1980 and headquartered in Phoenix, Arizona, Make-A-Wish is the largest wish granting organization in the world. It began when officers of the Arizona Department of Public Safety granted the wish of a 7-year-old boy stricken with leukemia. His wish to be a police officer provided the inspiration for establishing the Make-A-Wish foundation.

MAKE-A-WISH IOWA

Since 1987, Make-A-Wish Iowa has been granting the life-changing wishes of local children with critical illnesses. More than 30 years later, over 4,000 children have experienced the joy of a wish.

Make-A-Wish Iowa is a movement, powered by you, to renew families and communities disrupted by childhood illness. We all have the power to make wishes come true.

OUR MISSION

Together, we create life-changing wishes for children with critical illnesses.

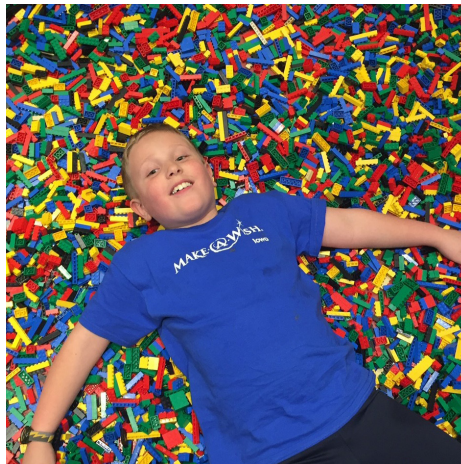
OUR VISION

To grant the wish of every eligible child.



“When we got to NYC and were in the SUV on the way to the hotel, the driver pointed out the Empire State Building. Chale followed up with, “And there’s the Chrysler building and One World Trade Center...” needless to say, the driver was impressed. I was too. He even mentioned that his eyes were “watering with joy” as we drove into the city...be still my heart!” -Megan, wish mom

For kids like Chale, a wish is more than a trip or a gift - it’s an opportunity to create memories that will last a lifetime.



PROMOTIONAL SUPPORT



We are so grateful to have your support in granting more Iowa wishes! To help your fundraiser succeed, we have established some best practices for promoting your partnership with Make-A-Wish Iowa.

SOCIAL MEDIA

Social media is a great way to share content from a partnership standpoint. But we strive to be storytellers - not just post sharers. Each one of our social platforms (Facebook, Twitter, Instagram and LinkedIn) speak to a specific audience in an intentional way. Ultimately, our goal is to connect each of our posts back to the heart of our mission: our wish kids.

We have discovered that partners who promote campaigns or fundraisers on their organization's own social platforms see a higher engagement rate than they would on our platforms. We invite you to share your efforts on your own pages, and then tag us in the post!

If you are hosting an event for Make-A-Wish Iowa, we encourage you to create* a Facebook event and invite Make-A-Wish Iowa to be a co-host. We find that organizations have the most success when they invite supporters to an online community and engage with those individuals on that page.

****Please note that Make-A-Wish Iowa will not create Facebook events for external events.***

PHOTOS AND VIDEOS

At your event or fundraiser, we encourage taking as many photos and videos as you can. Successful posts are ones that feature real people making a real difference for wishes. The best photos include a human element - try and capture people enjoying the event or celebrating the success of the fundraiser.

Please feel free to send any photos or videos our way following your event! We love to see our mission in action, and often use pictures from fundraisers in marketing collateral and our annual newsletter.

IMPORTANT RULES AND REGULATIONS

Make-A-Wish America policies prohibit our chapter and any of our external fundraisers from using telemarketing or door-to-door solicitations to raise funds. Our chapter also reserves the right to choose not to affiliate with any event that does not compliment the organization's mission.

Additionally, the State of Iowa has specific laws about raffles, and in many cases, raffles are illegal without a license or a permit. Make-A-Wish Iowa will not apply for a raffle license on behalf of external events, and your event is unable to use Make-A-Wish Iowa's raffle license.

CLOSING OUT YOUR EVENT

Funds should be delivered to the Chapter within 30 days. You may mail donations to our office, deliver the donations in person, or call with a credit card. We rely on these funds to continue wish granting activities, so please deliver them at your earliest opportunity. Additionally, it is your responsibility to acknowledge any 3rd party donors who contributed to your event.

PROMOTIONAL SUPPORT

PARTNERSHIP LEVELS

DONATION TIER	BENEFITS
Up to \$1,000	<ul style="list-style-type: none"> • Use of Make-A-Wish Iowa supporter logo for promotion • Make-A-Wish Iowa online promo starter pack
\$1,001 - \$5,000	<ul style="list-style-type: none"> • Benefits noted above • Make-A-Wish Iowa event toolkit • One pre-event promotion post on Instagram and Facebook stories
\$5,001 - \$10,000	<ul style="list-style-type: none"> • Benefits noted above • One post-event shout out on social platform of your choice • Listing on Make-A-Wish Iowa website event calendar • Opportunity to invite local wish families to attend
\$10,000 - \$25,000	<ul style="list-style-type: none"> • Benefits noted above • Either pre or post-event press release to local media • Opportunity to have a local wish family and MAW representative speak • Opportunity to fund a wish following your event • Opportunity to be promoted at local internal events • Recognition on Make-A-Wish Iowa website and annual newsletter
\$25,000+	<ul style="list-style-type: none"> • Benefits noted above • Opportunity to fund multiple wishes

A NOTE ON EXPENSES

Going forward, Make-A-Wish Iowa will not cover expenses or invoices for **new** external partnerships. If your event has normally received financial assistance from our office in the past, we ask that you send us a budget detailing how and when you plan to make enough revenues to cover these expenses.



BRAND GUIDELINES



MAKE-A-WISH IOWA MUST APPROVE ALL USES OF ITS NAME AND LOGO IN ADVANCE OF ITS REPRODUCTION, PRINTING OR DISTRIBUTION.









LOGO

- Once the partnership has been approved, we will send the Make-A-Wish Iowa logo. **Please do not use old logos found on the internet.**
- Any products you develop for your event that incorporate the Make-A-Wish Iowa logo (such as t-shirts or flyers) must be approved.
- Our preferred fonts are Lato and Droid Serif.



COLOR PALETTE

Below is the MAW color palette. While you are not required to use these colors when creating your promotional materials, we find that events that embrace the Make-A-Wish branding find more success in connecting attendees to our mission.

 Blue CMYK: 110, 52, 0, 0 RGB: 0, 87, 184	 Light Blue CMYK: 45, 1, 0, 1 RGB: 141, 200, 232
 Red CMYK: 0, 70, 58, 0 RGB: 255, 88, 93	 Orange CMYK: 0, 34, 76, 0 RGB: 255, 181, 73
 Yellow CMYK: 0, 6, 53, 0 RGB: 251, 216, 114	 Teal CMYK: 71, 0, 36, 0 RGB: 0, 87, 184
 Dark Gray CMYK: 30, 22, 17, 57 RGB: 117, 120, 123	 Light Gray CMYK: 12, 8, 9, 23 RGB: 187, 188, 188

NAME

- The registered trademark symbol should appear with Make-A-Wish® Iowa when the chapter name is used in a headline or in the first instance in text.
- When possible, superscript the registered trademark symbol after Make-A-Wish.
- The words “Make”, “A”, and “Wish” must be capitalized and separated by hyphens.

LANGUAGE

Please refrain from using the phrases “terminally ill”, “dying”, or “last wish” when referring to our wish children. Make-A-Wish serves families beyond a terminal diagnosis, and many of our kids live into adulthood. The correct terminology is “children with critical illnesses”.

Your support provides these children with hope as they battle their medical conditions. Wishes offer something exciting to look forward to during a time often cluttered with worry and uncertainty.

DISCLOSING YOUR DONATION

The BBB Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefitting Make-A-Wish Iowa. When advertising a fundraiser that states or implies the chapter will benefit from the sale of products or services, you must clearly disclose how Make-A-Wish Iowa benefits. Such promotions must disclose:

- The actual or anticipated portion of the purchase price that will benefit the Chapter (e.g. 10 cents of every dollar will be donated to the Chapter)
- The duration of the campaign (e.g. the month of October)
- Any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of \$200,000).

APPROVAL

Any information you distribute, publish or send using any Make-A-Wish Iowa marks, including advertisements and press releases, must be reviewed by your primary contact at Make-A-Wish Iowa before it goes out.

TERMS AND CONDITIONS & LICENSING AGREEMENT

1. Sponsor agrees to provide Make-A-Wish with the agreed minimum contribution amount of the net proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.

2. Make-A-Wish® Iowa is a licensed chapter of Make-A-Wish® of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the "Marks"). If (and only if) this proposal is approved by Make-A-Wish, Sponsor will be granted a non-exclusive license to use the Marks in connection with the Event, although only within the geographic territory served by our chapter.

3. The term of the license granted hereunder shall be from the date Make-A-Wish approves Sponsor's proposal until the conclusion of the event; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion that the Event is or will likely be injurious to the Marks.

4. Any use of the Marks is subject to the prior written approval of Make-A-Wish. Accordingly, Sponsor agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Make-A-Wish or contains the Marks.

5. Sponsor understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish's mission (including phrases like "terminal illnesses," "dying children," "last wishes," etc.). Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory (including via the Internet).

6. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that Make-A-Wish is the benefitting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.

7. In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, Sponsor agrees to receive approval from Make-A-Wish before soliciting corporations, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

8. Sponsor represents to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event (c) the Event will result in no cost or expense to Make-A-Wish, whatsoever, unless agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.

9. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, Sponsor may not open a bank account in Make-A-Wish's name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish for processing.

NOTE: This Partnership Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish Iowa, as evidenced by the signature of an authorized Make-A-Wish Iowa representative below.

PARTNERSHIP PROPOSAL



Make-A-Wish Iowa appreciates your interest in fundraising to help us grant the wishes of children with critical illnesses. Please fill out this proposal form and indicate your acceptance of the terms and conditions by returning a signed copy to us. If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Make-A-Wish Iowa name and marks will become effective.

PARTNER INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

EVENT INFORMATION

Campaign/Event Name: _____

Location: _____

Date(s) _____ Time: _____

Do you plan on publicizing the event? Yes No

Describe the campaign or event: _____

What participation or resources, if any, do you request from Make-A-Wish Iowa? _____

BUDGET INFORMATION

Will an admission fee be charged? Yes No If so, how much?: _____

What % or amount of the admission fee will Make-A-Wish Iowa receive?: _____

If the event generates other types of revenue, how much will Make-A-Wish receive?: _____

Estimated total revenues: _____ Estimated total expenses: _____

Estimated total donation to Make-A-Wish Iowa: _____

When should Make-A-Wish Iowa expect your contribution? _____

Proposed by: _____

Approved by: _____

Date: _____

Date: _____