

Make-A-Wish®



HOPE
IS ESSENTIAL
Gala

OHIO, KENTUCKY AND INDIANA

Columbus Easton Hilton
May 14, 2022

SPONSORSHIP OPPORTUNITIES

Make A Wish.
HOPE
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Your chance to
make a **BIG** impact
in your community.

The **Hope is Essential Gala** is our biggest Make-A-Wish® fundraiser of the year—a celebration of the amazing wishes granted in central Ohio the remarkable people who helped make them possible.

Wishes deliver hope, and now more than ever, children with critical illnesses need the hope a wish brings. While some wishes remain paused due to the global pandemic, Make-A-Wish is still granting wishes for things like treehouses, she sheds, man caves, and puppies! As a **Hope is Essential Gala** sponsor, you'll help make more of these life-changing wishes come true. You'll also be positively engaging critical stakeholders, making work more purposeful for employees, and sending a meaningful message about your commitment to community involvement.

By partnering with Make-A-Wish, you are standing with the world's largest wish-granting organization and one of America's most trusted charities. According to a 2019 Harris Poll survey, more than half of Americans would be more likely to buy from a company that supports Make-A-Wish, and 75% of employees said they'd feel positive about their company if it supported Make-A-Wish. Sponsorship gives your business or organization positive exposure and shows consumers you are socially concerned and dedicated to doing good. And all of the funds raised by Make-A-Wish stay local, so your commitment helps make wishes come true for children and their families in your neighborhoods.

The majority of wish kids, about 80%, go on to beat their illness, and once in adulthood, many wish kids tell Make-A-Wish that their wish marked a turning point in their road to treatment and recovery. **A wish is hope, and hope is essential.** Through sponsorship, you can help make every wish come true and be a light of hope throughout this time of crisis – and beyond.



*I wish to be
an airline pilot*

Kael, 14
blood disorder

Your support helps us move ever closer to achieving our goal of granting the wish of every eligible child battling a critical illness.
Through sponsorship, you can help change lives, forever.

Title Sponsor.....\$30,000

TANGIBLE BENEFITS

- Four tables of 10 with preferred seating

RECOGNITION AND LOGO PLACEMENT

- **Exclusive!** Name included in Hope is Essential Gala logo as Title Sponsor
- **Exclusive!** Company name on event Step and Repeat backdrop for guest photo opportunities and staging
- **Exclusive!** Speaking opportunity to welcome guests at the Gala from the podium
- Company logo featured on electronic Save the Dates and invitations (*time-sensitive*)
- Company ad included in electronic program that will play throughout the event
- Company name announced during event's program from podium

MEDIA RELATIONS

- Inclusion of name on Make-A-Wish pre-event media alert to all regional print, broadcast, and online media outlets

DIGITAL AND SOCIAL MEDIA

- Company logo and link featured on event website and OKI Website Calendar of Events
- Make-A-Wish OKI will recognize sponsorship through social media posts

Please contact Patty Churan or pchuran@oki.wish.org for more information.

*I wish to be
a construction worker*

Trevor, 4
brain tumor

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Presenting Sponsor.....\$20,000

TANGIBLE BENEFITS

- Three tables of 10 with preferred seating

RECOGNITION AND LOGO PLACEMENT

- Company logo featured on electronic Save the Dates and invitations (*time-sensitive*)
- Company ad included in electronic program that will play throughout the event
- Company name announced during event's program from podium

MEDIA RELATIONS

- Inclusion of name on Make-A-Wish pre-event media alert to all regional print, broadcast, and online media outlets

DIGITAL AND SOCIAL MEDIA

- Company logo and link featured on event website and OKI Website Calendar of Events
- Make-A-Wish OKI will recognize sponsorship through social media posts

Please contact [Patty Churan](mailto:pchuran@oki.wish.org) or pchuran@oki.wish.org for more information.

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*I wish to go to Aulani,[®]
a Disney Resort & Spa*

Evelyn, 9
blood disorder

Hope Sponsor.....\$15,000

TANGIBLE BENEFITS

- Three tables of 10 with preferred seating

RECOGNITION AND LOGO PLACEMENT

- Company ad included in electronic program that will play throughout the event
- Company name announced during event's program from podium

MEDIA RELATIONS

- Inclusion of name on Make-A-Wish pre-event media alert to all regional print, broadcast, and online media outlets

DIGITAL AND SOCIAL MEDIA

- Company logo and link featured on event website and OKI Website Calendar of Events
- Make-A-Wish OKI will recognize sponsorship through social media posts

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pchuran@oki.wish.org for more information.*



*I wish to be a
zookeeper*

Isaac, 6
heart condition

Strength Sponsor.....\$10,000

TANGIBLE BENEFITS

- Two tables of 10 with preferred seating

RECOGNITION AND LOGO PLACEMENT

- Company logo included in electronic program that will play throughout the event
- Company name announced during event's program from podium

MEDIA RELATIONS

- Inclusion of name on Make-A-Wish pre-event media alert to all regional print, broadcast, and online media outlets

DIGITAL AND SOCIAL MEDIA

- Company logo and link featured on event website and OKI Website Calendar of Events
- Make-A-Wish OKI will recognize sponsorship through social media posts

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*I wish to have
a barrel horse*

Hannah, 17
cystic fibrosis

Joy Sponsor.....\$5,000

TANGIBLE BENEFITS

- One table for 10 with preferred seating

RECOGNITION AND LOGO PLACEMENT

- Company logo included in electronic program that will play throughout the event
- Company name announced during event's program from podium

DIGITAL AND SOCIAL MEDIA

- Company logo and link featured on event website and OKI Website Calendar of Events
- Make-A-Wish OKI will recognize sponsorship through social media posts

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I wish to have a puppy

Nyla, 9
leukemia

*Please contact **Patty Churan** or
pchuran@oki.wish.org for more information.*

Wish Sponsor.....\$3,000

TANGIBLE BENEFITS

- One table of 10 seats

RECOGNITION AND LOGO PLACEMENT

- Company name announced during event's program from podium

DIGITAL AND SOCIAL MEDIA

- Company logo and link featured on event website and OKI Website Calendar of Events
- Make-A-Wish OKI will recognize sponsorship through social media posts

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*I wish to create a soup
and have it served to
the homeless*

Natalia, 6
brain tumor

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pchuran@oki.wish.org for more information.*



SPONSOR LOGO SPECS

Thank you for supporting this year's **Hope is Essential Gala** and our mission! Below are a few simple guidelines to make sure that your organization's logo looks as good as possible when they appear in event signage and digital platforms.

If you need any assistance, or access to up-to-date logos and graphic assets from Make-A-Wish Ohio, Kentucky and Indiana, please contact our Marketing team at marketing@oki.wish.org

Advertisement and Logo Deadlines:

Please submit all logos 30 days prior to the Gala Event.

This allows us time to incorporate them into marketing materials

Logo Specifications:

All logos should be full-color and as high-resolution as possible (ideally at least 1200px on a side).

Vector files (.EPS, .AI, .SVG) are preferable, when available.

Questions? marketing@oki.wish.org

SPONSORSHIP COMMITMENT FORM

Please print sponsor name exactly as you wish to be listed in promotional materials.

Sponsorship Opportunities

Check one: Personal Donation Corporate Donation

- Title Sponsor \$30,000
- Presenting Sponsor \$20,000
- Hope Sponsor \$15,000
- Strength Sponsor \$10,000
- Joy Sponsor \$5,000
- Wish Sponsor \$3,000
- Individual dinner ticket \$200 Qty: _____
- I would like to make a donation. Amount : _____
- In-kind gifts for auction: _____

Sponsor signature: _____

Sponsor Information

Sponsor name: _____

Address: _____

City, State, ZIP: _____

Contact: _____

Email: _____

Phone: _____

Payment

Check enclosed Send invoice to address above

Make checks payable to Make-A-Wish.

Credit card: Visa Mastercard Discover Amex

Card number: _____

Expiration: ____/____ Security code: _____

Please mail, fax, or email completed form to:
Make-A-Wish Ohio, Kentucky & Indiana
Attn: Patty Churan
2545 Farmers Drive Suite 350
Columbus, OH 43235

Patty Churan 614-763-6265

pchuran@oki.wish.org

