

MADISON

Walk For Wishes®



The first Walk For Wishes was held in 1988. Since that time, the event has grown into one of the Make-A-Wish® Wisconsin's signature fundraisers. Last year participants walked, ran and used their wheelchairs across the state, raising enough funds to help grant the wishes of 57 kids battling critical illnesses. This year's event features a petting zoo with friendly, interactive animals to create a memorable and unique experience.

EVENT AUDIENCE: Consisting of wish families, corporate teams and community teams, the participants of our Madison walk event depicts the depth and breadth of the scope of Make-A-Wish Wisconsin's supporters.

★ *Align your brand with our widely recognized top-charity mission and community today to help hit your marketing metrics and KPIs.*

★ *Plus, directly engage your team through the power of a wish.*

WHEN

Saturday, August 26, 2023
8:30 a.m. to 12:00 p.m.

WHERE

McKee Farms Park
2930 Chapel Valley Rd
Fitchburg, WI 53711

Title \$10,000

LEVEL SPONSORSHIP

- ★ Company logo included as title sponsor in marketing material, event signage, website and event t-shirts.
- ★ Exclusive signage in the Stage area during opening/closing ceremony.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) bronze stars engraved with wish child's name and wish story.
- ★ Opportunity for company representative to speak at the event.
- ★ Team Rally Party with wish kid and Make-A-Wish staff.
- ★ Table to promote your company on-site.
- ★ Company name listed in press releases.
- ★ Recognition during the program.
- ★ Recognition in printed newsletter, distributed to 28,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ All registered participants in your team will receive an event t-shirt and free registration

Finish Line \$7,500

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Exclusive signage at the Start/Finish line.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) bronze star engraved with wish child's name and wish story.
- ★ Team Rally Party with wish kid and Make-A-Wish staff.
- ★ Table to promote your company on-site.
- ★ Recognition during the program.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ All registered participants in your team will receive an event t-shirt and free registration

Joy \$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) bronze star engraved with wish child's name and wish story.
- ★ Team Rally Party with a Make-A-Wish staff member and wish child
- ★ Table to promote your company on-site.
- ★ Recognition during the program.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ All registered participants in your team will receive an event t-shirt and free registration

Strength \$3,500

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Team Rally Party with wish kid and Make-A-Wish staff.
- ★ Table to promote your company on-site.
- ★ Recognition during the program.
- ★ All registered participants in your team will receive an event t-shirt and free registration

Hope \$2,000

LEVEL SPONSORSHIP

- ★ Recognition in marketing material, event signage, website and event t-shirts.
- ★ Recognition during the program.
- ★ All registered participants in your team will receive an event t-shirt and free registration

MADISON

Walk For Wishes®

You have the unique opportunity to be the link between a child's current moment in time and a transformation that will last a lifetime. A wish replaces a child's fear with confidence, sadness with joy and anxiety with hope. With more than 450 wishes pending, your gift is crucial to our vision of granting a life-changing wish for every medically qualified child. Please join us to help transform a local child and family's life during their most difficult trials!

SPONSORSHIP TYPE

- | | |
|---|---|
| <input type="checkbox"/> Title \$10,000 (\$10,000 is tax-deductible) | <input type="checkbox"/> Strength \$3,500 (\$3,500 is tax-deductible) |
| <input type="checkbox"/> Finish Line \$7,500 (\$7,500 is tax-deductible) | <input type="checkbox"/> Hope \$2,000 (\$2,000 is tax-deductible) |
| <input type="checkbox"/> Joy \$5,000 (\$5,000 is tax-deductible) | <input type="checkbox"/> I would like to make a tax-deductible donation at a different giving level in the amount of: \$ _____. |

SPONSOR/PAYMENT INFORMATION

Name: _____		Title: _____	
Company Name (if applicable): _____			
Address: <input type="checkbox"/> Home <input type="checkbox"/> Business _____			
City: _____		State: _____	Zip: _____
Email: _____		Phone: <input type="checkbox"/> Cell <input type="checkbox"/> Business _____	
Sponsor Name (as you would like it to appear): _____			
<input type="checkbox"/> Please invoice me		Card Number: _____	
<input type="checkbox"/> Check enclosed (made payable to Make-A-Wish® Wisconsin)		Exp. Date: ____/____/____ CVV (3-Digit Code): _____	
<input type="checkbox"/> Please charge my:		Billing address (if different than above): _____	
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express			
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,
1818 Parmenter St, Suite 310, Middleton, Wisconsin 53562.

For more information, please contact: Carol McChesney Johnson,
Madison Regional Director at cjohnson@wisconsin.wish.org or 608.218.0074

DEADLINES

**To be included in all applicable Walk For Wishes Madison promotional material, please send a high-resolution, vector EPS version of your company's logo by June 23, 2023.*

Make-A-Wish®
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