



*I wish to be
a superhero*

Jackson, 6
cancer

**BE A
HERO**
*for
wish kids*

Make-A-Wish Colorado
Wish Hero Sponsorship Opportunities
August 1 – August 31, 2023

Make-A-Wish.
WISH
HEROES™

Wish HeroesSM Campaign Overview

Make-A-Wish[®] Colorado is hosting a virtual Wish Heroes campaign and would like to partner with YOU to make wishes come true. Wish Heroes is a virtual peer-to-peer fundraising campaign that celebrates the incredible men, women, children and organizations who have joined forces to unlock life-changing wishes for children with critical illnesses.

Make-A-Wish Colorado has granted over 6,200 wishes to children across Colorado since 1983. In 2023, we are celebrating our 40th Anniversary by highlighting how wishes transform lives. A wish brings joy, hope and transformation, and even has the power to give children the strength they need to fight their illness. In fact, a recent Wish Impact study reported that 9 out of 10 wish kids said the wish experience relieved them from traumatic stress, and 9 out of 10 medical providers observed that the wish experience has a positive impact on – and even improves – a child’s physical well-being and overall quality of life. But it doesn’t stop there - a wish impacts everyone it touches, inspiring connection, optimism, generosity, and kindness in the community as a whole.

Wish Heroes is based upon the power of a select group of individuals each raising a minimum fundraising threshold for Make-A-Wish Colorado between August 1 – August 31, 2023. Wish Heroes share with their friends, family, and community about their personal experience with Make-A-Wish and becoming a Wish Hero, and why they are passionate about Make-A-Wish. They also make an ask for donations to their fundraising page. Your partnership could help our donors’ dollars go twice as far. Join the celebration and show your stakeholders that you support others doing good for the community!

To learn more, nominate a Wish Hero or sign up to be a Wish Hero yourself visit <http://site.wish.org/COWishHeroes>

*I wish to be
a firefighter*

Samuel, 11
cystic fibrosis



Sponsorship Opportunities

Presenting Sponsor: \$15,000

- Campaign will be referred to as Wish Heroes presented by Company Name
- Logo recognition on individual Wish Hero fundraising pages and in boilerplate text
- Customized co-branded logo placement and partnership recognition on all promotional materials
- Adopt-A-Wish: Receive information about one wish kid whose wish your donation will help grant and potential opportunity to engage in wish experience
- Logo placement on yard signs displayed in front of each Wish Hero's home
- Inclusion in the Make-A-Wish Colorado annual newsletter (~28,000 circulation)
- Social media recognition/promotion (~17,000 total followers)
- Recognition of partnership in all e-communication to Wish Heroes and their donors

Wish Hero Sponsor: \$7,500

- Adopt-A-Wish: Receive information about one wish kid whose wish your donation will help grant and potential opportunity to engage in wish experience
- Logo placement on yard signs displayed in front of each Wish Hero's home
- Inclusion in the Make-A-Wish Colorado annual newsletter (~28,000 circulation)
- Social media recognition/promotion (~17,000 total followers)
- Logo placement and partnership recognition on Wish Heroes website
- Recognition of partnership in select e-communication to Wish Heroes and their donors

Hope Sponsor: \$5,000

- Logo placement on yard signs displayed in front of each Wish Hero's home
- Inclusion in the Make-A-Wish Colorado annual newsletter (~28,000 circulation)
- Social media recognition/promotion (~17,000 total followers)
- Logo placement and partnership recognition on Wish Heroes website
- Recognition of partnership in select e-communication to Wish Heroes and their donors

Joy Sponsor: \$2,500

- Social media recognition/promotion (~17,000 total followers)
- Logo placement and partnership recognition on Wish Heroes website
- Recognition of partnership in select e-communication to Wish Heroes and their donors

Matching Gift Opportunity: If applicable, matching gift communication will be included in templated language for fundraisers to share with their networks – Ex. “[INSERT COMPANY NAME] will be matching donations made toward my Wish Hero campaign up to \$XXX this week so your donation will go twice as far!”

We are also happy to customize a package to fit your needs!
Email Sarah Grosh at sgrosh@colorado.wish.org for more information!



Wish Heroes Sponsorship Commitment

Thank you for helping make wishes come true by sponsoring Make-A-Wish Colorado's Wish Hero campaign. Please complete this form entirely and return via email to sgrosh@colorado.wish.org

Sponsorship Level

- Presenting Sponsor (\$15,000)
- Wish Hero Sponsor (\$7,500)
- Hope Sponsor (\$5,000)
- Joy Sponsor (\$2,500)
- Matching Sponsor in the amount of _____

Sponsorship Information

Sponsor Name: _____

Primary Contact Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____ Social Media: _____

*In addition to this form, please email a high-resolution file of your logo to sgrosh@colorado.wish.org

Method of Payment

- Check (Please make payable to Make-A-Wish Colorado)
- Credit Card (Please call the office directly to process your payment over the phone)

Make-A-Wish Colorado
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