



*I wish to be a
Disney® Imagineer*

Ross, 11
leukemia
Westchester County

Make-A-Wish®
HUDSON VALLEY

Corporate
Sponsorship
Opportunities



Dear Friends,

In the next 20 minutes, a child will be diagnosed with a critical illness. And 20 minutes later, another. This means that a family right here in our community receives devastating news, and in an instant their lives are forever changed. Hospital stays, doctor's visits and treatments mean their lives will never be the same. They'll need champions of hope like you to help them get through it.

For 38 years, Make-A-Wish® Hudson Valley has created transformational wishes for more than 3,200 children with critical illnesses. 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 is granted. Their families are counting too.

Wishes Need Stars Like You. Our vision is clear—to fulfill a wish for every eligible child in the Hudson Valley. Today, there are more than 200 children in our local communities waiting for their wishes to be granted. Your financial commitment today will help us grant wishes now – and into the future.

Let's Create Change Together. We invite you to join us in our mission to transform lives, one wish at a time. Your commitment will directly impact local families, while aligning closely with the mission of the "#1 Most-Loved/Most-Trusted Nonprofit Operating Locally Across 50 States"¹. Your financial support, in-kind contributions, employee giving, and volunteerism will not only transform lives but also create a ripple effect that touches your customers, employees, neighbors, and the community-at-large.

Life-changing wishes don't happen without the power of partners like you. On behalf of Make-A-Wish Hudson Valley and the courageous wish kids and families we serve, thank you for your generous consideration. Together we can ensure that no child waits even one unnecessary day to experience the hope, strength, and joy that a wish brings.

With heartfelt gratitude,

Kristine Burton
President & CEO



Brand 
 Value & Impact

Affiliation with One of the Nation's Top Charities

Partnering with Make-A-Wish Hudson Valley as a corporate sponsor provides a unique opportunity for your company and employees to join our wish families, wish granters, businesses and volunteers who are committed to transforming the lives of local children in our community.

When you partner with us, your company will be aligned with the most reputable wish granting organization in the world and one of the most familiar and trusted brands in the entire nonprofit sector. We will work closely with you to find creative and innovative ways to collaborate and share the good news of our partnership with your audience and ours.

Just like each wish we grant, we understand that your brand is unique, and your sponsorship needs to be the right fit. Each opportunity is customizable to help you achieve your philanthropic goals. To discuss your sponsorship interest please contact our Director of Development, Ally Curtis at acurtis@hudson.wish.org or by phone/text at 914. 478.7916.

I wish to have a shopping spree

Elizabeth, 6
 cancer
 Dutchess County



THE
IMPACT
 OF A WISH



OF ADULT FORMER WISH KIDS REPORT IMPROVED MENTAL & EMOTIONAL HEALTH AS A RESULT OF THEIR WISH EXPERIENCE.



OF SURVEYED NURSES, DOCTORS, SOCIAL WORKERS & CHILD LIFE SPECIALISTS BELIEVE WISHES CAN POSITIVELY INFLUENCE PHYSICAL HEALTH.



OF PARENTS OBSERVED INCREASED WILLINGNESS BY THEIR WISH KIDS TO COMPLY WITH TREATMENT PROTOCOLS.



OF WISH PARENTS FEEL THE WISH EXPERIENCE GIVES THEM THE UNIQUE OPPORTUNITY TO BE A "NORMAL" FAMILY AGAIN.

The
POWER
 of the Make-A-Wish® Brand



Rated in the top 2 percent of all commercial American brands for quality

2012 Harris/EquiTrend® study, U.S.



Rated in the top 5 percent of all commercial American brands for its emotional connection to consumers

2012 Harris/EquiTrend® study, U.S.



One of the 5 Best Charities for Kids

2011 Good Housekeeping

#1
 Most Trusted Nonprofit
 Operating Locally
 Across 50 States
MAKE-A-WISH®
 MORNING CONSULT®
 2022



ACCREDITED CHARITY

2024

CALENDAR OF EVENTS

*I wish to go to the
Walt Disney World®*

Joe, 12
cancer
Westchester County



April

World Wish Month



May 10, 2024

Wish Ball

*The OPUS Westchester
White Plains, NY*



October 6, 2024

Walk for Wishes

*Kingsland Point Park
Sleepy Hollow, NY*



Our Mission

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

Our Local History

Since 1986, Make-A-Wish® Hudson Valley has granted the wishes of more than 3,200 children with critical illnesses in the Hudson Valley region.

Serving the eight counties of Delaware, Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester, the Chapter's mission is to ensure that every child residing in the Hudson Valley who qualifies for Make-A-Wish services is granted his or her fondest wish.





*I wish to be a
Police Officer*

Chris, 7
cancer
*Inspired the creation
of Make-A-Wish*



World
Wish Month

You can support World Wish Month® this April



Every April 29th we commemorate our origin and humble beginnings on what we know as World Wish Day, but our mission deserves more than just a day. **World Wish Month** will be the time each year when we align with the local community - businesses and chapter supporters - and invite them to join our mission.

Our World Wish Month campaign will be “WishMakers Wanted” – a nod to our founders, the original WishMakers, and a rallying cry for others to join our mission. Because of WishMakers we have granted over 3,200 wishes to children locally to date. But we need more to ensure that every eligible child receives their wish.



He was only seven years, 269 days old when he died. But he taught me about being a man, even though he was only a boy. And because of meeting him, I'm an entirely different man.

Tommy Austin
Make-A-Wish co-founder



What is a **WishMaker**?

A **WishMaker** is anyone who **takes action** for wish kids

Advocate	Tell Your Wish Story	Become a "Wish Granter"	Participate in a Wish Reveal	Lend Your Special Skills
Volunteer	Offer Language Translation Services	Buy Products and Services that Give Back	Have Your Employer Match Your Gift	Participate in a Local Walk
Participate in a Social Media Challenge	Become a Corporate Partner	Donate Goods or Services	Make a Cash Donation	Donate Airline Loyalty Miles or Hotel Points
Attend a Gala	Provide a Wish Boost	Participate in a Wish Sendoff	Round Up at Register	Start a Fundraiser



Wish Ball Opportunities

Wish Ball

May 10, 2024 | The OPUS Westchester

Make-A-Wish
HUDSON VALLEY

*I wish to go to the
Wizarding World
of Harry Potter*

Ben, 8
lymphoma
Westchester County



Exclusive Sponsorship Opportunities

PRESENTING SPONSOR \$50,000 1 AVAILABLE

- Featured as Presenting Sponsor on all print and digital event materials including website, social media and electronic communications
- Exclusive email and social post to announce support as Presenting Sponsor
- Company name included in press releases
- Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on Step & Repeat Banner
- Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on name badges for event volunteers
- Logo on video screens throughout the evening
- Special recognition during program, including opportunity for brief remarks
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Twenty four (24) tickets for two (2) tables of 12 with premium seating

HOPE SPONSOR \$25,000 2 AVAILABLE

- Logo included on all print and digital event materials including website, social media and electronic communications
- Exclusive placement of logo at registration and on bar signage
- Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on cocktail napkins
- Logo on video screens during cocktail reception
- Special recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Twelve (12) tickets for one (1) table with premium seating

STRENGTH SPONSOR \$15,000 2 AVAILABLE

- Logo included on all print and digital event materials including website, social media and electronic communications
- Exclusive placement of logo on digital auction bidding platform
- Exclusive placement of logo on auction display signage
- Special recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Ten (10) tickets for one (1) table with premium seating

JOY SPONSOR \$12,000 2 AVAILABLE

- Logo included on all print and digital event materials including website, social media and electronic communications
- Exclusive placement of logo on dessert display signage
- Special recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Ten (10) tickets for one (1) table with premium seating



Wish Ball

May 10, 2024 | The OPUS Westchester

Wish Reveal for "Z" to have a Sweet 16 Party



Unlimited Sponsorship Opportunities

CONSTELLATION \$10,000

- Logo included on all digital event materials including website, social media and electronic communications
- Recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Ten (10) tickets for one (1) table with preferred seating

SHOOTING STAR \$5,000

- Logo included on event website
- Company name included in social media and event electronic communications
- Recognition during program
- Full screen digital journal ad displayed at event and on event website
- Preferred seating for four (4) guests

NORTH STAR \$7,500

- Logo included on all digital event materials including website, social media and electronic communications
- Recognition during program
- Full screen digital journal ad displayed at event and on event website
- Preferred seating for six (6) guests

COMET \$2,500

- Logo included on event website
- Company name included in social media and event electronic communications
- Recognition during program
- Half screen digital journal ad displayed at event and on event website
- Preferred seating for two (2) guests

Table & Tickets

TABLE \$4,500

- Seating for ten (10) guests

INDIVIDUAL TICKET \$450

WISH TICKET \$450

- Sponsor a wish child or family to share in our special evening



Journal Ad Opportunities

PREMIERE FULL SCREEN AD \$2,500

- Full screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- 1920x1080 JPG or PNG format 600DPI/PPI or greater

FULL SCREEN AD \$1,000

- Full screen digital journal ad displayed at event and event website
- 1920x1080 JPG or PNG format 600DPI/PPI or greater

HALF SCREEN AD \$500

- Half screen digital journal ad displayed at event and event website
- 960x1080 JPG or PNG format 600DPI/PPI or greater

SUPPORTER LISTING \$250

- Name listing in digital journal displayed at event and event website

In the unlikely occurrence that an event is cancelled or postponed the entire sponsorship amount would be refundable.



*I wish to go to
Walt Disney World*

Camryn, 8
nervous system disorder
Dutchess County



Walk for Wishes Opportunities



Make-A-Wish.
WALK
FOR WISHES.

Walk for Wishes is a family-friendly fundraiser powered by wish families, volunteers, companies, donors, and friends who walk side-by-side to help raise funds for local children battling critical illnesses.

In 2023, more than **300** participants walked, strolled, and rolled to support the families we serve. A community event driven by sponsorships and peer-to-peer fundraising, your Walk for Wishes sponsorship will not only impact the lives of the local children we serve, but it will also strategically align your company with one of the country's top charitable brands.

Walk For Wishes is a powerful way for your company to publicly demonstrate your commitment to our employees, their families and the community.

WHEN

Sunday, October 6, 2024
 8:00 am to 12:00 pm



WHERE

Kingsland Point Park
 Tarrytown Light-Kingsland Point
 Sleepy Hollow, NY 10591






Make-A-Wish.

WALK FOR WISHES®

October 6, 2024
Kingsland Point Park
Sleepy Hollow

Exclusive Sponsorship Opportunities

	Presenting Sponsor \$20,000	Hero Sponsor \$10,000	Hope Sponsor \$7,500	Strength Sponsor \$5,000	Joy Sponsor \$2,500
Exclusive Presenting Sponsor	★				
Opportunity to speak at event	★				
Company profile on event website	★				
Company name included in event press release	★				
Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on event Step & Repeat Banner	★				
Promotional Tent with Banner	★				
Invitation to Future Wish Reveal	★				
Dedicated Corporate Team Admin Support	★				
Logo included on ALL event marketing materials	★	★			
Logo included on stage banner	★	★			
Logo included on registration banner		★			
Logo included on event t-shirt	★	★	★	★	
Logo included on ALL social media posts	★	★	★	★	★
Opportunity to host booth to distribute information, promotional giveaways, etc.	★	★	★	★	★
Logo included on event website	★	★	★	★	★
Company mention in a social media post	★	★	★	★	★
Inclusion in event outreach & post-event email blasts to over 15k contact list	★	★	★	★	★
Special recognition at event	★	★	★	★	★
Logo or company name on walk route signage	5 SIGNS	4 SIGNS	3 SIGNS	3 SIGNS	2 SIGNS

★ **Sponsorship Deadline: August 30, 2024** ★

Sponsor benefits subject to timing of sponsor commitment and availability

In the unlikely occurrence that an event is cancelled or postponed the entire sponsorship amount would be refundable.



*I wish to meet
the Buffalo Bills*
Jackson, 8
heart condition
Delaware County



Adopt-A-Wish[®] Opportunities

Adopt-A-Wish®

Opportunities

Give The Gift of Joy

Every unforgettable wish we grant is funded by organizations and people just like you. These life-changing wishes replace fear with confidence, sadness with joy, and anxiety with hope.

The Adopt-A-Wish program provides a unique opportunity to make an immediate, direct and substantial impact on the life of a child. The financial investment provided by our donors and partners ensures that we have the funds available to grant the wishes of every eligible child.

After making your gift to Make-A-Wish Hudson Valley, we will dedicate a specific wish to you, your organization, group or company. You will receive the child's wish story and photo to demonstrate how your generosity helped a wish come true.

Adopt-A-Wish donations start at \$10,000, which is based on the average cash cost of a wish in the Hudson Valley.

Behind every child's wish, there are special individuals, corporations, student organizations and foundations that make it possible. By adopting a wish, you provide much-needed funding that will be used to grant the wishes of children with critical illnesses while rallying a team of heroes in your community to make a positive impact.

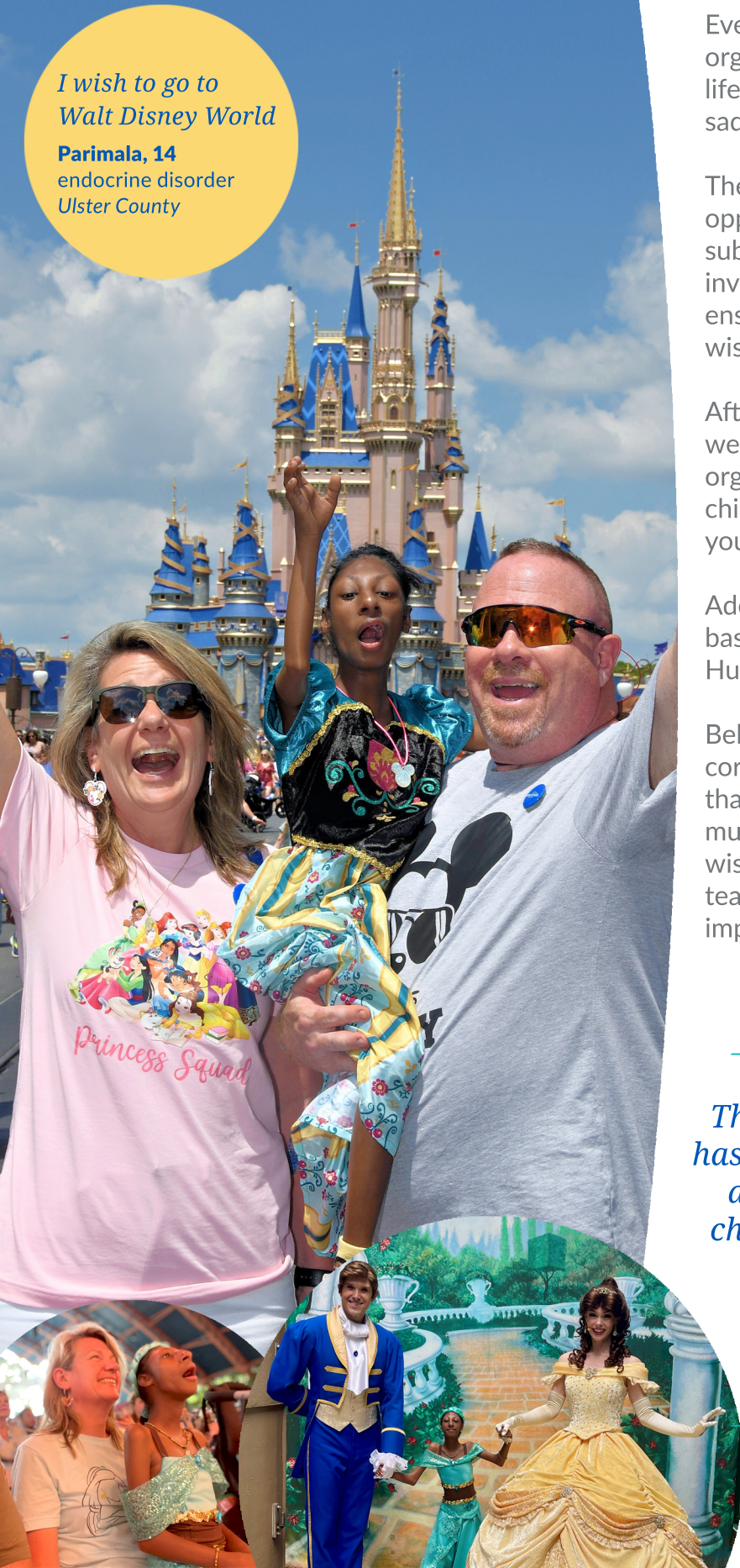
“

There is no question that Parimala's wish has been life-changing ... Make-A-Wish does an outstanding job of making sure that children have the experience of a lifetime, and it was absolutely phenomenal.

Tom
Wish Dad

*I wish to go to
Walt Disney World*











Parimala, 14
endocrine disorder
Ulster County



Adopt-A-Wish®

Wish Funding Opportunities

When it comes to wishes, the magic is in the details. You can help make wishes come true by funding special touches and enhancements for different types of wishes.

		\$2,500	Airfare or a hotel stay for a family going on a travel wish
		\$1,000	Accessories for a room makeover or a luau experience for a Hawaii wish
		\$500	Car service to a wish experience or a dress for a sweet 16 wish
		\$100	Training sessions for a puppy wish or accessories for a gaming computer wish
		\$250	A sendoff party or spending money for souvenirs for a travel wish



Wish sendoff party

Luau experience for a Hawaii wish

Car service to a wish experience

Airfare for a family on a travel wish

Training supplies for a puppy wish



*I wish to have
a bass guitar*

Donald, 18
brain tumor
Sullivan County



**Other Ways
To Support**

Other Ways To Support

ShopRite Supermarkets



Fortina Pizza



PROMOTIONS THAT GIVE BACK

Offer your customers the opportunity to help make wishes come true through point-of-sale donations, product promotions, and more. The possibilities are endless!

Make-A-Wish
WORLD WISH DAY.

WORLD WISH DAY, APRIL 29

Celebrates the day that Chris Greicius' wish was granted in 1980 – sparking the creation of Make-A-Wish. This annual global celebration is an opportunity to raise awareness and funds online.



WORKPLACE GIVING

Through workplace giving, your company can engage your employees to rally around an important cause: granting the wishes of local children with critical illnesses. Make it easy for your employees to give back through payroll deductions.



MATCHING GIFTS

As a company, match your employees' personal donations to the campaign. Show your support and double the impact! 92% of Americans who are employed full/part time say they would be more committed to their employer if it supported Make-A-Wish.



HOST AN EVENT

Organize a Golf Tournament, Host a Dress Down Day/Jeans for Wishes, Have Fun with a Company Carnival or Picnic. Events are a great way to engage your employees, customers and vendors!



USE WHAT YOU KNOW

How can you incorporate fundraising into what your company is already doing. Include a donation link on your invoices! Encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.

Fall for Wishes



Hudson Valley Renegades

Why A Wish?

98%

of medical providers said they have observed that the wish experience helps **relieve families from traumatic stress** related to their child's critical illness.

Source: Make-A-Wish 2022 Wish Impact Study including health professionals, wish families and wish alumni

*I wish to go to the
Doppelmayr Ski
Facility*

Beau, 18
heart condition
Rockland County



The Wish House | 832 South Broadway, Tarrytown, NY 10591 | hudson.wish.org | 914.478.WISH (9474)

A copy of our most recently filed annual financial report is available from the website of the New York Attorney General's Charities Bureau at www.charitiesnys.com or upon request by contacting Make-A-Wish Hudson Valley at 832 South Broadway, Tarrytown, NY 10591. You can also obtain information on charitable organizations from the New York State Office of the Attorney General at 212-416-8686.