

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 more than \$180,000 to help grant the wishes of more than 40 children. This year's event features a petting zoo with friendly, interactive animals to create a memorable and unique experience. **As a sponsor, your brand will:**

- ★ *Directly support the mental, emotional and physical well-being of children battling critical illnesses through the power of a wish come true.\**
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

**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.

## WHEN

Saturday, August 24, 2024  
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) brass stars engraved with wish child's name and wish story.
- ★ Opportunity for company representative to speak at the event.
- ★ 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) brass star engraved with wish child's name and wish story.
- ★ 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) brass star engraved with wish child's name and wish story.
- ★ 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.
- ★ 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 500 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

- Title** \$10,000 (\$10,000 is tax-deductible)
- Finish Line** \$7,500 (\$7,500 is tax-deductible)
- Joy** \$5,000 (\$5,000 is tax-deductible)
- Strength** \$3,500 (\$3,500 is tax-deductible)
- Hope** \$2,000 (\$2,000 is tax-deductible)
- 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:  Home  Business \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone:  Cell  Business \_\_\_\_\_

Sponsor Name (as you would like it to appear): \_\_\_\_\_

- Please invoice me
- Check enclosed (made payable to Make-A-Wish® Wisconsin)
- Please charge my:
- VISA  MasterCard  Discover  American Express

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV (3-Digit Code): \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Name on card: \_\_\_\_\_

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](mailto: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 21, 2024.*

Make-A-Wish®  
WISCONSIN

★ CELEBRATING 40 YEARS OF WISHES ★