



*I wish to go to  
Atlanta Zoo and  
Aquarium*

Elias, 6  
cancer



# Telethon

Benefiting Make-A-Wish East Tennessee

June 6, 2024

# Sponsorship Opportunities



## Presenting Sponsor - \$15,000

- Company logo/name displayed and shared in media engagements leading up to and during the event.
- Company logo/name on billboards, website, and promo materials as Presenting Sponsor.
- Live on-air check presentation during a segment with WJHL and WATE.
- Sponsorship of one local child's wish. Includes employee engagement opportunities.
- 1-hour volunteer shift for 3-5 company members.
- Logo on thank you letters to donors.

## Wish Sponsor - \$10,000

- Company logo/name displayed and shared in media engagements leading up to and during the event.
- Live on-air check presentation during a segment with WJHL or WATE.
- Sponsorship of one local child's wish. Includes employee engagement opportunities.
- 1-hour volunteer shift for 3-5 company members.
- Logo on thank you letters to donors.

## Corporate Sponsor - \$6,500

- Company logo/name displayed and shared in media engagements leading up to and during the event.
- Live on-air check presentation during a segment with WJHL or WATE.
- 1-hour volunteer shift for 3-5 company members.
- Logo on thank you letters to donors.

## Hope Sponsor - \$3,000

- Company logo/name displayed and shared in media engagements leading up to and during the event.
- Live on-air check presentation during a segment with WJHL or WATE.

## Joy Sponsor - \$1,000

- Company logo/name displayed and shared in media engagements leading up to and during the event.
- Live on-air check presentation during a segment with WJHL or WATE.

## In-kind Sponsor

- Contact Erika Raney to discuss available in-kind opportunities.

### CALLING VOLUNTEERS!

Volunteer opportunities are available to work the phone bank, for up to six people.

Let us know if you can join in the fun during a segment at 9 am, 10 am, 12 pm, 4 pm, 5 pm, 6 pm and 7 pm.

# Your investment in wishes is life-changing.

Wishes would not be possible without caring supporters like you. By sponsoring local events, you help children replace fear with confidence, sadness with joy and anxiety with hope.

Right now, over 100 children in our area are waiting on their wish. Your investment in the Telethon will help us reach more children more quickly by providing the vital resources needed to offer rejuvenating wish experiences to every child who needs hope and strength in their fight.

In 2023, the Telethon raised enough to grant the wishes of over 16 children in East Tennessee.

Together, we can give children hope for today – and tomorrow. Thank you for your generous consideration of this proposal.

## Your support has direct impact.



9 out of 10 medical providers say a wish increases compliance with medical treatments.



9 out of 10 parents observe their **child's emotional well-being** improves with a wish.



9 out of 10 medical providers observe that the wish experience helps relieve a family from traumatic stress.



9 out of 10 wish alumni reported that their wish made them feel **more joyful, confident and hopeful** for their future.



9 out of 10 parents report that their child's wish experience **strengthened** their relationship with loved ones.

\*Source: 2022 Wish Impact Study, [wish.org/impact](https://wish.org/impact)

Change lives today and commit to the 2024 Telethon!

Erika Raney

[eraney@etn.wish.org](mailto:eraney@etn.wish.org) or (423) 629-WISH (9474)

**Make-A-Wish**  
EAST TENNESSEE