



WALK FOR WISHES®

SPONSORSHIP OPPORTUNITIES

2024

*I wish to have a
backyard makeover*

Isaac, 5
leukemia



CELEBRATING 40 YEARS OF LIFE-CHANGING WISHES

For the last 40 years, we've changed lives together. We've rallied communities, we've trained volunteers to give their time and hearts, we've asked and welcomed donors to grant wishes, bringing hope and joy to children and families when they need it most. Every wish we've granted is a testament to the unwavering power of community and a reminder that no obstacle is too great when we roll up our sleeves and bring every child's imagination to life.

As we reflect on 40 years of wishes, we also look towards the future— the wishes waiting to be wished. The road ahead is paved with countless opportunities to reach more children and families across the greater Bay Area who need the healing power of a wish-come-true.

Birthdays are for making wishes. Here is our wish—to grant more wishes, to reach every corner of our territory, to build unbreakable bonds with wish families, and invite and welcome all who want to change lives to be part of the phenomenal power of a wish.

Help us reach more wish kids, help us dream bigger, help us continue to be there for our families when they need it most.



2024

Walk for Wishes

Saturday, August 10, 2024

California's Great America

Join us for the return of Walk for Wishes! This family-friendly, peer-to-peer fundraising event will welcome our wish alumni and families, volunteers, donors, partners, and friends for a spirited walk around the iconic Great America theme park in Santa Clara. Following the walk, guests will have the opportunity to stay in the park and enjoy the rides and entertainment. Mark your calendars for this summer, lace up your walking shoes, and get ready to help us grant more life-changing wishes!

Walk for Wishes: Sponsorship Levels	SOLD OUT	\$10,000 Wish	\$5,000 Hope	\$2,500 Star
Recognition Benefits				
Naming as presenting sponsor on all marketing materials (first right of refusal for 2025, industry exclusive available)	★			
Promotional table with banner at event*	★	★		
Acknowledgement on stage at event	★	★	★	★
Logo represented on start/finish line banner*	★	★		
Logo/name on participant t-shirts	Logo	Logo	Name	Name
Representation on event website, email marketing, and signage at event*	Logo	Logo	Logo	Name
Acknowledgement on social media (Facebook, Instagram, LinkedIn)	x3	x2	x2	x1
Mention in post-event recap	★	★	★	★
Hospitality Benefits				
Free registration/entry to event	50 guests	25 guests	10 guests	5 guests

*Collateral inclusion deadline: 6/1/24

Additional Sponsorship Opportunities

Photo Station Sponsor

\$15,000 – 1 available

Recognition benefits

- All recognition benefits of the \$10,000 Wish Sponsor level
- Logo on large-scale display for guests to take selfies in front of and share on social media

Hospitality benefits

- Entry for 10 guests to event

Snack Station Sponsor

\$5,000 – 2 available

Recognition benefits

- All recognition benefits of the \$5,000 Hope Sponsor level
- Logo/name on banner at snacks/water station at event

Hospitality benefits

- Entry for 5 guests to event





We would love to sponsor Make-A-Wish Greater Bay Area's 40th Birthday at to the following tax-deductible level:

Sponsorship Levels

■ **SOLD OUT** 40th Birthday Presenting Sponsor

\$10,000 40th Birthday Wish Sponsor

\$5,000 40th Birthday Hope Sponsor

\$2,500 40th Birthday Star Sponsor

Additional Sponsorship Opportunities

\$15,000 Photo Station Sponsor

\$5,000 Snack Station Sponsor



We can customize your package for you!

Please invoice me

Check made payable to **Make-A-Wish Greater Bay Area** enclosed

Please charge my: Visa MC AmEx

Name on card: _____

Card #: _____

Exp. Date: _____

Name/Title: _____

Company: _____

Company Address: _____

Email: _____ Phone: _____

Name (EXACTLY as it should be listed for recognition): _____

Please mail completed form to 1333 Broadway, Suite 200, Oakland, CA 94612 or email to Allie Reynolds Ullrich at areynolds@sf.wish.org. **Thanks for your support!**



Make-A-Wish[®]
GREATER BAY AREA

★ CELEBRATING 40 YEARS OF WISHES ★

WISH.ORG/GREATERBAY



GET IN TOUCH!

Allie Reynolds Ullrich
VP of Corporate Development
areynolds@sf.wish.org
415.402.2766

Kathleen Backus
Chief Development Officer
kbackus@sf.wish.org
415.321.7384