



**WALK**  
FOR WISHES®



# 2024

## SPONSORSHIP OPPORTUNITIES

September 14, 2024 | Viking Lakes, Eagan  
8:30 a.m. – 11:00 a.m.

- 8:30 a.m. Registration/Check-In Opens  
Family-Friendly Activities Begin
- 9:30 a.m. Ceremony & Walk
- 11:00 a.m. Event Concludes

More information at [mn.wish.org/walk](https://mn.wish.org/walk)



Make-A-Wish® Minnesota's 2024 Walk For Wishes is a community celebration where families, friends, corporations, clubs and schools walk together and raise funds to grant wishes for children facing critical illnesses throughout Minnesota.

Sponsoring the **2024 Walk For Wishes** is a powerful way for your company to publicly:

- Impact the lives of local children with critical illnesses.
- Align with one of the country's top charitable brands.
- Demonstrate its commitment to community and engage its employees and their families.

### ABOUT MAKE-A-WISH MINNESOTA

- Founded in 1982, Make-A-Wish Minnesota has granted more than 6,800 wishes throughout the entire state.
- Together, we create life-changing wishes for children with critical illnesses.
- This year, we will grant 245+ wishes, and yet 300+ Minnesota children are still waiting.
- The average cost of a wish is \$12,000; we rely on local, charitable donations and in-kind contributions to cover the costs.

### WHO DOES MAKE-A-WISH MINNESOTA REACH?



**6,800**  
wish families



**450+**  
volunteers  
throughout  
Minnesota



**4000+**  
influential  
donors



**15,000+**  
email blast  
contacts



**19,200+**  
social media  
followers

### WHAT IS THE IMPACT OF A WISH?

- **Strength:** The majority of wish kids go on to beat their illnesses and live typical, healthy lives – and they often credit the wish for giving them an edge in their fight.
- **Hope:** A wish renews hope, uplifts spirits and encourages the belief in the impossible. 79% of wish kids say their wish experience marked a turning point in their treatment and recovery.
- **Community:** A wish unites neighbors, friends and entire communities in life-changing experiences. A wish is granted through the combined work of over 450 volunteer wish granters, 22 staff members, 4000+ donors, 400+ in-kind supporters, 150+ companies and countless other community members.



#### #1 SPONSOR

Become a sponsor to help grant wishes to every eligible child in Minnesota.



#### #2 WALK

Walk for a purpose with families and companies that share your passion to grant life-changing wishes to kids with critical illnesses.



#### #3 ENGAGE

Elevate employee wellbeing and satisfaction by engaging your employees in a day that connects your business with community and mission impact.

## SPONSOR BENEFITS

	Presenting \$25,000	Platinum \$15,000	Diamond \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Prominent Presenting Sponsor Logo Placement on Signage & Communication	★					
Opportunity for Company Representative to Speak During Pre-event Ceremony	★					
Logo Placement on Wish Families VIP Tent	★					
Logo Placement on Route Signage	★	★	★			
Logo Placement at Start & Finish Line	★	★				
Promotional Tent with Table	★	★	★	★		
Promotional Table				★	★	★
Custom Team Name Printed on Back of Event T-shirt	★	★	★			
Custom Team Fundraising Page	★	★	★			
Name Recognition from Stage During Ceremony	★	★	★	★	★	★
Opportunity to Distribute Approved Promotional Giveaways	★	★	★	★	★	★
Placement on Walk For Wishes Participant T-shirt <i>(August 1 deadline)</i>	Prominent LOGO	LOGO	LOGO	LOGO	NAME	NAME
Placement on Sponsor Signage at Stage	Prominent LOGO	LOGO	LOGO	LOGO	NAME	NAME
Free Registrations and Complimentary Event T-shirts <i>*coupon code for 50% off additional registrations</i>	50	40	30	20	15	10
Traditional Advertising Mention When Available <i>(TV, Radio, Print)</i>	★					
Press Release Mention	★					
Company Logo Placement on Make-A-Wish Minnesota Facebook Banner	★					
Placement on Event Marketing Collateral <i>(July 1 deadline)</i>	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo Placement on All Event Email Communications	Prominent	★	★	★		
Logo Placement on Walk For Wishes Event Website	★	★	★	★		
Social Media Posts on Make-A-Wish Minnesota Social Accounts (Facebook, LinkedIn, Instagram)	★	★	★	★	★	
Social Media Posts - Walk For Wishes Facebook Event Page	★	★	★	★	★	
Post-Event Video Recap Mention	★	★	★	★	★	
Mention in the Make-A-Wish Minnesota Annual Report	★	★	★	★	★	★
Invitation to a Future Wish Celebration	★	★	★	★		

## 2024 SPONSORSHIP COMMITMENT FORM

We believe a single wish can transform a child's life. Your gift is crucial to our vision of granting the wish of every eligible child in Minnesota. Will you help us give more children the confidence, strength and hope that comes with a wish? Complete the commitment form below and return to Teresa Evans, [tevens@mn.wish.org](mailto:tevens@mn.wish.org) or [click here to submit online](#).

### SPONSORSHIP LEVELS

- \$25,000
- \$15,000
- \$10,000
- \$5,000
- \$2,500
- \$1,000



- We cannot participate this year but would like to make a tax-deductible contribution of \_\_\_\_\_.

### SPONSOR INFORMATION

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Company Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
City: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### SPONSOR PAYMENT INFORMATION

- Please invoice me
- Check enclosed (make payable to Make-A-Wish Minnesota)
- Please charge my:
  - Visa                       MasterCard                      Name on card: \_\_\_\_\_
  - Discover                       AMEX                                      Card #: \_\_\_\_\_
  - Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ CVV: \_\_\_\_\_

### FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Teresa Evans, VP of Development  
[tevens@mn.wish.org](mailto:tevens@mn.wish.org)