



# 32nd Annual Des Moines Gala Saturday, May 17, 2025

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

Bring Hope, Strength and JOY to Iowa children  
and their families when it is needed most.

Join us May 17, 2025, at the Iowa Events Center in Downtown Des Moines.

Guests will enjoy dinner, live and silent auctions  
plus wish stories that will touch your heart and inspire you.

*Sponsorship and Tables are on sale now.  
Individual Tickets will be available in March based on availability.  
Please follow us on [Facebook @MakeAWish.Iowa](#) for all event updates.  
Typical attendance: 800 guests*

## Event Impact: *Transform Lives, One Wish at a Time*

★ The need for life changing wishes in Iowa is at an all-time high. ★  
While we are granting a record number of wishes for Iowa kids fighting a critical illness, we are also receiving record number of referrals for new wishes.

**This year we need to grant 250 or MORE wishes.** But this is not possible without your support.

We need your support to ensure that every eligible child receives this life-changing opportunity. Wishes are not just a nice to have, they are a need to have; a necessary part of a child's medical treatment journey.

Learn about the incredible true impact of a wish: <https://wish.org/impact-study>  
Annual Report & Chapter Update: <https://wishreportiowa.org/>

Join us and bring hope and joy to waiting wish kids, as we work together to create life-changing wishes for children with critical illnesses.

[www.wish.org/iowa](http://www.wish.org/iowa)



### **PRESENTING SPONSOR: \$30,000 (limit 1)**

- Opportunity to serve as an Honorary Chair for the 2025 DSM Gala
- Presenting sponsor listed on all advertising and promotional materials, including save the dates, invites, and event e-blasts.
- Dedicated posts on Make-A-Wish Iowa Facebook Page and LinkedIn
- LinkedIn Top Sponsor Post and Facebook event post
- Opportunity to present the kick-off toast at the gala or provide a pre-recorded video
- Logo with company website link featured on mobile bidding site
- Logo and/or ad included in evening presentation
- Opportunity to include a message to attendees in thank you email.
- Three front row tables of ten with signage
- Personal bartender for your tables of ten
- Complimentary bottle of champagne for your tables

### **MISSION SPONSOR: \$25,000 (limit 1)**

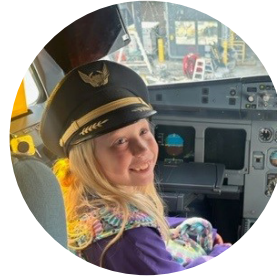
- Recognized as the exclusive Mission Sponsor you will kick off the Fill-the-Star portion of the program with your \$15,000 donation (*included as part of your sponsorship*)
- Recognized as a 2025 Circle of Hope Member
- Dedicated post on Make-A-Wish Iowa Facebook Page
- LinkedIn Top Sponsor Post and Facebook event post
- Logo and/or ad included in evening presentation
- Logo included on all bidder paddles used for the evening
- Table of up to ten with signage
- Personal bartender for your tables of ten
- Complimentary bottle of champagne for your tables

### **HOPE SPONSOR: \$10,000**

- Name included on event invitation
- Name included on electronic event promotions including event e-blasts
- Dedicated post on Make-A-Wish Iowa Facebook Page
- LinkedIn Top Sponsor Post and Facebook event post
- Logo and/or ad included in evening presentation
- Two tables of up to ten with signage
- Personal bartender for your tables of ten
- Complimentary bottle of champagne for your tables

### **SIGNATURE DRINK SPONSOR: \$10,000 (limit 1)**

- Create a custom drink and drink station with the Iowa Events Center to represent your brand at the gala
- LinkedIn Top Sponsor Post and Facebook event post
- Table of up to ten with signage
- Complimentary bottle of champagne for your tables



### **AUCTION SPONSOR: \$7,500 (limit 1)**

- Logo displayed during live auction and featured on auction event signage
- Opportunity to provide auction package 101 - First VIP package listed at the top of the auction site
- Logo included in evening presentation
- LinkedIn Top Sponsor Post and Facebook event post
- Table of up to ten with signage
- Complimentary bottle of champagne for your tables

### **STRENGTH SPONSOR: \$5,000**

- Featured Facebook post on the gala event page
- Logo included in evening presentation
- Complimentary bottle of champagne for your table
- Table of up to ten with signage

### **AFTER PARTY SPONSOR: \$4,000 (limit 3 or \$12,000 for exclusivity)**

- Featured Facebook post on the gala event page
- Logo prominently displayed throughout after party space
- Four tickets to the event

### **JOY SPONSOR: \$2,500**

- Listed as a Joy Sponsor on a gala event page Facebook post
- Logo included in evening presentation
- Table of up to ten with signage

### **STAR SPONSOR: \$1,750**

- Table of up to ten with signage

### **SPONSOR A WISH KID CUTOUT: \$250**

- Each sponsored child will have a cardboard cutout at the gala and their wish story will be shared online during the event. Deadline to request a specific story is April 1st.

### **FILL THE STAR: \$500 - \$15,000**

- Choose your level from \$500 - the total cost of a wish
- Highlighted during the live Fill the Star program
- Donations \$15,000+ recognized as a 2025 Circle of Hope Member
- Highlighted on social media
- **Donors who commit \$500+ by April 15th will be featured on a star in event walk-way.**

*FASB 606 requires non-profits to recognize revenue at specific times for event-based donations and sponsorships. In accordance with an update from the Financial Standards Accounting Board, Make-A-Wish Iowa will reach out to you in the rare instance that this event would have to be rescheduled to see if you would like a refund or if you would still like for your donation to be maintained with Make-A-Wish Iowa for the rescheduled event or to impact the mission. For more information on FASB 606 please speak with your organization or personal tax advisor.*





**SPONSOR INFORMATION:**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I cannot attend this year but would like to make a donation of \$\_\_\_\_\_ to help grant wishes.

**PAYMENT INFORMATION:**

**SPONSOR LEVEL:** \_\_\_\_\_

**FILL THE STAR DONATION:** \_\_\_\_\_

Check enclosed payable to: Make-A-Wish® Iowa  
Make-A-Wish® Iowa  
3009 100th Street  
Urbandale, IA 50322

Please invoice my company.  
[Email: nbrecht@iowa.wish.org](mailto:nbrecht@iowa.wish.org)

**JUST WANT TO ATTEND?**

Table for up to Ten: \$1,500.00

**Deadline to be included on the invite: Feb. 12**

**Deadline to be included in the evening presentation: Apr. 15**

*Thank you for supporting our Wish Kids!  
The Make-A-Wish Foundation® of Iowa is exempt under Section  
501(c) (3) of the Internal Revenue Code, making this gift tax deductible.  
EIN: 42-1310530*

