

Make-A-Wish.

MOTHER'S DAY TRUCK CONVOY

PHILADELPHIA, DELAWARE &
SUSQUEHANNA VALLEY

SPONSORSHIP OPPORTUNITIES



I wish to go to Walt Disney World
Isaiah, 12
genetic condition

SATURDAY, MAY 10, 2025
MANHEIM PENNSYLVANIA AUTO AUCTION

WWW.WISHCONVOY.ORG



Make-A-Wish.

MOTHER'S DAY TRUCK CONVOY

PHILADELPHIA, DELAWARE &
SUSQUEHANNA VALLEY

Join us for the 36th Annual Make-A-Wish Mother's Day Truck Convoy—a cherished tradition in the Lancaster community, born from a single wish! This year, the event will take place on Saturday, bringing together wish kids, truck drivers, and thousands of community members. It's a day dedicated to celebrating the mission of Make-A-Wish, filled with joy, excitement, and unforgettable moments!

SATURDAY, MAY 10, 2025

CARNIVAL BEGINS: 9:00 AM

CONVOY DEPARTS: 1:30PM

Location: Manheim Pennsylvania Auto Auction
1190 Lancaster Rd, Manheim, PA 17545

IMPORTANT DATES FOR THE 2025 CONVOY

Monday, October 14, 2024: Fundraising Campaign Kick Off

Saturday, May 10, 2025: Truck Convoy & Carnival

Saturday, June 15, 2025: Campaign Concludes

The funds raised through the Convoy are essential to making wishes come true for children with critical illnesses in the Susquehanna Valley. In fact, this event helps to grant up to 75% of the wishes in our region, directly impacting the lives of countless families. Your participation not only supports a beloved community tradition but also plays a crucial role in bringing hope, strength, and joy to children who need it most.

TRUCK DRIVERS
COMMUNITY CELEBRATION.
GRANTING WISHES

WWW.WISHCONVOY.ORG



***I wish to be a
police officer***

Chris, 7
leukemia

The Story of Make-A-Wish®

Make-A-Wish traces its inspiration to Christopher James Greicius, an energetic 7-year-old boy battling leukemia who wished to be a police officer. In 1980, his Phoenix community came together to make his wish come true. Little did Chris know that his wish would create a movement that would transform millions of lives. Today, Make-A-Wish is the leading wish granting organization serving families in every community of the United States through 58 chapters. With the help of our donors and more than 43,000 volunteers around the world, Make-A-Wish has collectively granted more than 550,000 wishes worldwide.

MISSION

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

ABOUT

Make-A-Wish Philadelphia, Delaware & Susquehanna Valley creates life-changing wishes for children with critical illnesses between the ages of 2½ and 18. A wish fulfilled is an integral part of a child's treatment journey, helping to replace fear with confidence, sadness with joy, and anxiety with hope, while uniting and strengthening families and communities. Together, with generous supporters, hundreds of volunteers, and our staff, we have granted 8,000 wishes for children in Philadelphia, Delaware & Susquehanna Valley since 1986.

WISH TYPES



I wish to go



I wish to be



I wish to meet



I wish to have



I wish to give

THE IMPACT OF MAKE-A-WISH® PHILADELPHIA, DELAWARE & SUSQUEHANNA VALLEY

The wish journey fuels courage, builds resilience and shapes a child and family forever. Research shows, and physicians agree that wishes can help improve a child's quality of life and produce better health outcomes. When children experience a devastating illness beyond their control, a wish provides healing beyond medicine.

9 out of 10 wish kids & wish parents

report that the wish experience relieved them from traumatic stress.

9 out of 10 wish kids

said their wish was a turning point that made them feel more joyful, confident and hopeful for their future.

9 out of 10 medical providers

say a wish increases compliance with treatment.

As a national organization, Make-A-Wish America has been recognized as the #1 Most Trusted Nonprofit Operating Locally Across 50 States. As the local chapter serving the Philadelphia, Delaware & Susquehanna Valley regions, we are proud to uphold this high standard of quality and excellence with which the Make-A-Wish name has become synonymous.



I wish to go to Hawaii

Troy, 10
cancer



About the Mother's Day Truck Convoy

The Mother's Day Truck Convoy began 35 years ago with wish kid Matt Strawser, who dreamed of riding in a big rig and talking to his sister on the CB radio. In 1990, Make-A-Wish board member Ken Laukhuff rallied local trucking companies to make Matt's wish come true.

What started with 8 trucks quickly grew to 44, and the first Convoy was held on May 13, 1990, raising \$8,000.

Since then, the event has become an annual tradition, with over 11,821 trucks participating and raising more than \$9.2 million to grant 920 wishes for children in the Susquehanna Valley.



I wish to have a ride in a big rig

Matt, 1990

In 2025, we expect over 400 drivers from independent haulers and trucking companies throughout the Susquehanna Valley and beyond to join us. These dedicated individuals spend months fundraising, all in hopes of being named among the Top Drivers for the following year. Wish kids have the unique opportunity to ride alongside their paired drivers on a scenic 26-mile route through Lancaster County, creating unforgettable memories.

The event which is also the official start of the Convoy offers carnival-style games, entertainment, local food trucks and vendors, a vibrant online auction, basket raffles and displayed are the hundreds of trucks. It's an excellent platform to showcase your brand and interact with an engaged audience while aligning your mission and values with the trusted Make-A-Wish organization.



Make-A-Wish®

Susquehanna Valley Statistics

*Make-A-Wish grants wishes for critically ill children in
Cumberland, Dauphin, Lancaster,
Lebanon, and Perry counties*

1986

The year our chapter was created

8,300+

Number of wishes waiting we have granted

75

Number of wishes waiting to be granted
in the Susquehanna Valley

65

Number of wishes granted in the
Susquehanna Valley last year



THE POWER OF OUR REACH



8,200+
WISH FAMILIES
Since 1986



35,000+
EMAIL
Subscribers



17,000+
SOCIAL MEDIA
Followers



3,500+
INFLUENTIAL
Donors



5,000+
EVENT ATTENDEES
Annually



350+
VOLUNTEERS
In our region

MAKE-A-WISH IMPACT

2023 MORNING CONSULT

Morning Consult's 2023 "Most Loved Nonprofits" survey looked at 100 of the largest national and global nonprofits across the following metrics: favorability, trust, community impact, and donation consideration.



MOST TRUSTED
Nonprofit Operating
Locally Across 50 States



MOST TRUSTED
Nonprofit
Overall



MOST LOVED
Nonprofit
Overall

Mother's Day Truck Convoy Sponsorship Opportunities & Benefits

Level	Platinum Star Presenting Sponsor \$25,000	Gold Star \$15,000	Silver Star \$10,000	Sapphire Star \$5,000	Shining Star \$2,500
Included on event website	Logo (main page)	Logo	Logo	Listing	Listing
MAW social media marketing	Featured	Highlighted	Highlighted	Included	Included
Included on event sponsor banner (size of logo/listing determined by level)	Logo	Logo	Logo	Listing	Listing
Included in driver registration packet	Logo	Logo	Logo	Listing	Listing
Included in Merchandiser supplement mailed to over 30,000 households	Logo	Logo	Logo	Listing	Listing
Invitations to Convoy Celebration event	10	8	6	4	2
Truck included in Convoy with premium sponsorship parking (if applicable)	4	3	3	2	1
Include item in wish kid swag bag	X	X	X	X	X
Included in post event driver email	Logo	Logo	Logo	Listing	Listing
Opportunity to engage employees/vendors in a mission driven campaign	X	X	X	X	X
Event & Convoy entrance signs	10	8	6	4	
Included on back of event t-shirt	Logo	Logo	Logo	Listing	
Table to engage with the community at the Truck Convoy event.	X	X	X	X	
Included on event poster	Logo	Logo	Logo	Listing	
Recognition from stage during event	X	X	X		
Partner spotlight on chapter e-Newsletter	X	X			
Participation plaque featuring Convoy Wish Kid Ambassador	X	X			
Customize sponsorship with unique activation opportunities	X	X			
Opportunity for company leadership to speak at the event	X				
Named in event press release with possible media interview opportunities	X				
Opportunity to send out custom email to all driver participants	X				
Named as a presenting sponsor	X				
Engage your employees in a wish celebration held at your office	X				

Make-A-Wish sponsorships are unique: they are not one size fits all. The Make-A-Wish team will work with you to build a custom sponsorship package that fits the needs of your organization. Whether you are interested in community impact, employee engagement, volunteerism or brand alignment, we have the right opportunity for you.



Help grant wishes in the Susquehanna Valley

Use the form below to make your commitment to the to the 2025
Mother's Day Truck Convoy taking place on Saturday, May 10.

SPONSORSHIP TYPE

- Platinum Star** | \$25,000+ (\$24,700 is tax-deductible)
- Gold Star** | \$15,000+ (\$14,760 is tax-deductible)
- Silver Star** | \$10,000+ (\$9,820 is tax-deductible)
- Sapphire Star** | \$5,000+ (\$4,880 is tax-deductible)
- Shining Star** | \$2,500+ (\$2,440 is tax-deductible)



COMPANY/PAYMENT INFORMATION

Company Name :

Contact Name :

Address :

City, State, Zip:

Phone :

Email:

Marketing Contact :

Phone :

Email:

Return form and payment to:

Lori Dietrich
Development Director, Lancaster
590 Centerville Road, #256
Lancaster, PA 17601
ldietrich@philadesv.wish.org

Questions? Give Lori a call:
717-283-4868

- Check Enclosed** (Made out to Make-A-Wish Philadelphia, Delaware & Susquehanna Valley)
- ACH Payment** (Bank information will be provided))
- Please send an invoice**



MOTHER'S DAY TRUCK CONVOY

Have questions?
Give one of our Convoy contacts a call.

Lori Dietrich
Development Director, Lancaster
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Cara Feldman
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www.wishconvoy.org