

# Wish-A-Thon



Throughout the two-day Wish-A-Thon, courageous children and their families share their inspiring stories on **seven radio stations** (92.1 REWIND, Z104, Fox Sports 1070, 1310 WIBA-AM and U100.9 in Madison, 95.7 BIG FM and 97.3 The Game in Milwaukee) and online at **iHeart.com**. **As a sponsor, your brand will:**

- ★ *Directly support the mental, emotional and physical well-being of children battling critical illnesses through the power of a wish come true.\**
- ★ *Reach hundreds of thousands of listeners and supporters through on-air mentions across the state and online, as well as digital, direct mail and event-day benefits.*
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

**EVENT AUDIENCE:** Local, loyal audiences that include target listeners of Adults 25-54 in Milwaukee and Women 18-49 and Men 25-54 in Madison.

## WHEN

Thursday, December 12  
& Friday, December 13, 2024

## WHERE

Milwaukee: 95.7 BIG FM  
and 97.3 The Game.  
Madison: 92.1 REWIND, Z104,  
Fox Sports 1070, 1310 WIBA-AM  
and U100.9.  
Online: **iHeart.com**

## Platinum \$20,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material and website.
- ★ Exclusive sponsor recognition\*\* in choice of:
  - Wish Line: Company name mentioned on-air when phone number is given: "Call the (your company) phone line now."
  - Website: Company name mentioned on-air when website is given: "Donate at radiowishes.com powered by (your company)."
- ★ 30-60 second pre-recorded interview with a radio personality about your company and why you support Make-A-Wish Wisconsin.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Company logo and mentions on both Make-A-Wish Wisconsin and radio station social media platforms.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company name listed in Kesslers Diamond Club.

## Power Hour \$5,000+

### LEVEL SPONSORSHIP

- ★ Minimum four (4) mentions on air during your selected power hour (24 hours available, first-come, first-serve).
- ★ Company logo included on event website, linked directly to corporate website.
- ★ Company name listed in Kesslers Diamond Club.

### PEAK POWER HOUR

**\$7,500+** 7 a.m., 8 a.m., 12 p.m., 4 p.m., 5 p.m.

### POWER HOUR

**\$5,000+** 6 a.m., 9 a.m., 10 a.m., 11 a.m., 1 p.m., 2 p.m., 3 p.m.

## Gold \$15,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material and website.
- ★ Exclusive sponsor recognition\*\* in choice of:
  - Digital: Tri-Branded Digital Social Marketing Campaign to promote the Wish-A-Thon digitally. *Reach and timing TBD.*
  - Reminder: On-air 15 second lead up ad campaign: E.g.: "Get ready! (Your company) reminds you to tune in to the Wish-A-Thon." *Reach and timing TBD.*
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Company logo and mentions on both Make-A-Wish Wisconsin and radio station social media platforms.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company name listed in Kesslers Diamond Club.

## Match \$5,000+

### LEVEL SPONSORSHIP

- ★ Minimum four (4) mentions on air during your matching gift hour (24 hours available, first-come, first-serve).
- ★ Company logo included on event website, linked directly to corporate website.
- ★ Company name listed in Kesslers Diamond Club.

## Helping Hand \$1,500+

### LEVEL SPONSORSHIP

- ★ Shared on air mention with another Helping Hand sponsor – one (1) non-peak hour
- ★ Recognition on event website.
- ★ Company name listed in Kesslers Diamond Club.

## Silver \$10,000+

### LEVEL SPONSORSHIP

- ★ Company logo included in marketing material and website.
- ★ Exclusive sponsor recognition\*\* in choice of:
  - Lounge: Brand the space for our amazing courageous wish kids and their families to relax and prepare for their interviews.
  - Phone Bank: Company name mentioned by phone bank volunteer for every call.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Recognition on Make-A-Wish Wisconsin Facebook, followed by more than 17,000 fans.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company name listed in Kesslers Diamond Club.

## Food Donors

The following meals are needed to accommodate two groups of 12-15 each (Greenfield and Wauwatosa). Delivery is preferred but we can facilitate a pick-up if needed.

- **Wake Up Station (2):** Pastries, bagels, breakfast burritos, juice, coffee, etc.
- **Handheld Meals (4):** Sandwiches, salads, wraps, burritos, pizza, quesadillas, etc.
- **Appetizers (2):** Fruit, veggies, meat & cheese platter, chips & dips, etc.

### FOOD DONOR BENEFITS

- ★ Company name mentioned on-air once per hour for two (2) hours.

**Please inquire about a potential opportunity to directly engage your staff through volunteering in the phone bank during the event.**

\*Wish Impact Study, 2022

\*\*Note: The Wish-A-Thon Presenting Sponsor is Kesslers Diamonds. Other Wish-A-Thon mentions will reference them.

# Wish-A-Thon

A wish is a powerful thing. But it isn't a fleeting moment. A wish is a journey full of impactful, empowering experiences. **When you support wishes, you make an investment in a child's future**, for their hope, strength and joy.



## SPONSORSHIP TYPE

- Platinum** \$20,000+ (\$20,000 is tax-deductible)
- Gold** \$15,000+ (\$15,000 is tax-deductible)
- Silver** \$10,000+ (\$10,000 is tax-deductible)
- Peak Power Hour** \$7,500+ (\$7,500 is tax-deductible)
- Power Hour** \$5,000+ (\$5,000 is tax-deductible)
- Match** \$5,000+ (\$5,000 is tax-deductible)
- Helping Hand** \$1,500+ (\$1,500 is tax-deductible)
- I would like to make a tax-deductible donation at a different giving level in the amount of: \$\_\_\_\_\_.

Consider sharing your business objectives with us to create a unique sponsorship package benefiting both our organizations.

## SPONSOR/PAYMENT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address:  Home  Business \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone:  Cell  Business \_\_\_\_\_

Sponsor Name (as you would like it to appear): \_\_\_\_\_

- Please invoice me
- Check enclosed (made payable to Make-A-Wish® Wisconsin)
- Please charge my:
  - VISA  MasterCard  Discover  American Express

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV (3-Digit Code): \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Name on card: \_\_\_\_\_

*If unforeseen circumstances cause us to cancel our event, you will be given the option to receive a full refund.*

Please mail completed form and payment to:  
Make-A-Wish Wisconsin, 11020 W. Plank Court, Suite 200,  
Wauwatosa, WI 53226.

For more information, please contact: Mallory Madison, Development Coordinator at [mmadison@wisconsin.wish.org](mailto:mmadison@wisconsin.wish.org) or **414.763.8538**.

## DEADLINES

*\*To be included in all applicable Wish-A-Thon promotional material, please send a high-resolution, vector EPS version of your company's logo by November 15, 2024.*

**Make-A-Wish**  
WISCONSIN

★ CELEBRATING 40 YEARS OF WISHES ★