

# SPONSORSHIP *Opportunities*

Make-A-Wish<sup>®</sup>  
SOUTH CAROLINA

# WISH*Night*

*presented by*

The Cox  
Group

WILD DUNES RESORT, ISLE OF PALMS, SC | MARCH 1, 2025

# WISH Night

Make-A-Wish® believes in the transformative power of hope. Granting wishes replaces fear with confidence, sadness with joy, and anxiety with hope. Each wish we fulfill unites communities—medical providers, volunteers, donors, past wish families, and supporters—towards one goal: improving the lives of children with critical illnesses. With your support, we can continue to make dreams come true for every eligible child.



Colton, 18  
brain tumor

## *Transforming Lives:* **Colton's Wish To Be A Photographer**

After being diagnosed with a brain tumor, Colton found solace in photographing sunsets with his smartphone, which provided a much-needed distraction from his treatments. When offered a wish, he chose to become a photographer. With the support of Make-A-Wish South Carolina, Colton received professional photography equipment and embarked on a journey along the South Carolina coast. He even conducted a professional photoshoot at Brookgreen Gardens. Colton's wish has given him hope and a creative outlet, helping him stay resilient through his treatments. His mother, Sharon, notes that photography helps Colton feel less anxious about his appointments and gives him something positive to focus on for the future.

# WHY CHOOSE WISH NIGHT?



Approximately 400 children in South Carolina diagnosed with a critical illness are currently qualified & waiting on a wish.



In 2024, we will grant wishes for more than 236 children, but for each wish granted, another child is waiting.



The average cost of a wish in SC is \$7,500. Our mission relies on the support of donors, such as sponsors of Wish Night.



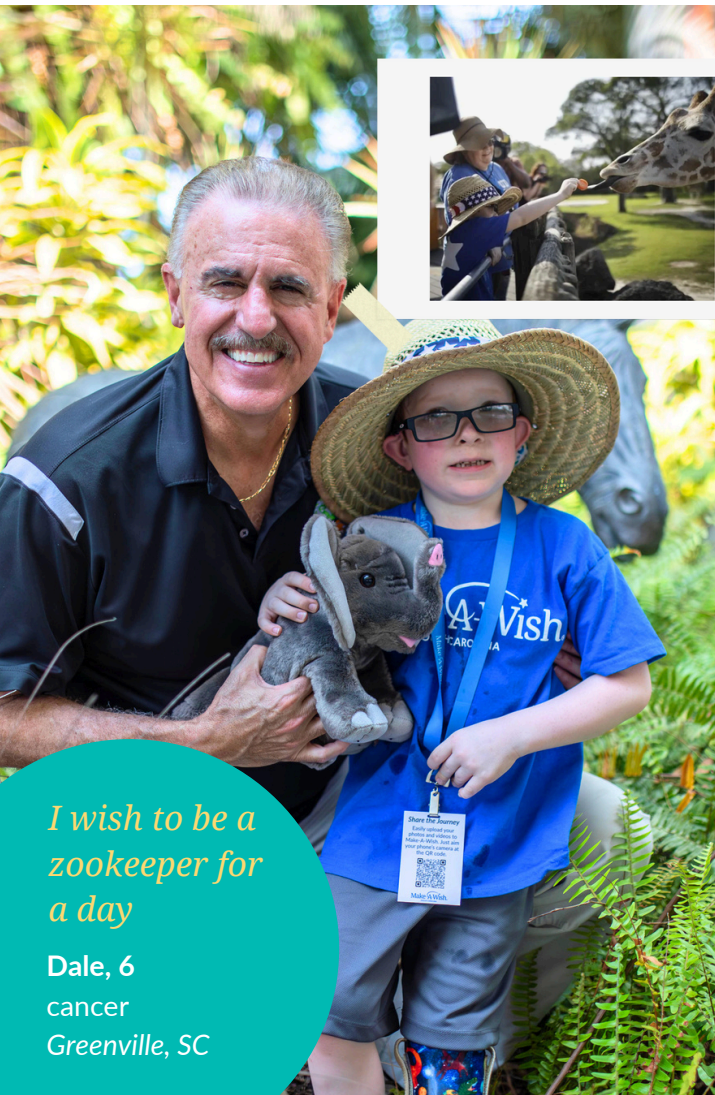
9 out of 10 medical providers observed that the wish experience had a positive impact on a child's physical well-being and overall quality of life.



# Our Alignment

## AMPLIFY YOUR IMPACT WITH WISH NIGHT SPONSORSHIP

Sponsoring Wish Night goes beyond helping local children; it strategically aligns your company with one of the nation's most respected charitable brands. This sponsorship is a powerful way to publicly showcase your commitment to your employees, their families, and the community. Join us in making dreams come true and demonstrate your dedication to making a positive impact.



*I wish to be a  
zookeeper for  
a day*

Dale, 6  
cancer  
Greenville, SC

## IT MAKES GOOD SENSE

**Give Back:** Support wish families and contribute to societal improvement, creating a lasting positive impact.

**Enhance Reputation:** Boost your company's public image and stakeholder engagement by aligning with a respected charitable brand.

**Improve Culture:** Establish a clear social mission to increase employee satisfaction, reduce turnover, and boost productivity through enhanced employee engagement.

**Drive Sales:** Engage in social generosity and transparency to attract consumers who prioritize businesses with a positive social impact, helping to drive sales.

**Brand Exposure:** Gain visibility with over 350 prominent community guests and leaders, and reach more than 18,000 social media followers, amplifying your brand's presence and influence.

# Schedule of Events

## Fri, February 28th:

6-8pm - VIP Welcome Reception (*Invite Only*)

## Sat, March 1st:

5:00pm - Early Access to Cocktail Reception (*Invite Only*)

5:30pm - Cocktail Reception & Silent Auction

7:00pm - Gala Program



# Our Guests

- 100 VIP Reception Guests
- 350 Gala Guests
- Prominent business professionals & companies from varied industries across the state

# Event Highlights



## STUNNING VENUE

Wish Night is held at the Sweetgrass Inn at Wild Dunes Resort on beautiful Isle of Palms.



## ELEVATED CUISINE & BAR

Guests are treated to a delicious gourmet seated dinner along with full-bar service throughout the evening.



## THRILLING AUCTIONS

Wish Night offers both silent and live auctions with something for everyone.



## INSPIRING GUESTS & WISH KID STORIES

The best part of Wish Night - incredible wish ambassadors who share inspiring stories of courage and hope!



## LIVE WISH REVEAL

There is nothing like the honor of watching a wish kid's dream come true in person!

# Sponsorship Benefits



We are so grateful to our sponsor partners. Without them, Wish Night wouldn't be possible. Here's what we promise for each of our sponsorship levels to make a Wish Night partnership successful for your business.



✨ ✨ ✨ ✨  
**Represents 4 wishes!**

✨ ✨  
**Represents 2 wishes!**

✨  
**Represents 1.5 wishes!**

LIST OF BENEFITS	PRESENTING SPONSOR \$35,000 <b>SOLD OUT!</b>	HOPE SPONSOR \$15,000	STRENGTH SPONSOR \$10,000	JOY SPONSOR \$5,000
Naming within the title of the event	✓			
News release inclusion	✓			
Representative opportunity to speak during event	✓			
Welcome remarks in program booklet	✓			
Photo opportunity with wish kid	✓	✓		
Message from a wish alumni	✓	✓	✓	
Digital invitation inclusion	Logo	Logo	Name	
Promotional materials recognition	Logo	Logo	Logo	Name
Social media recognition	Video/Logo	Video/Logo	Video/Logo	Video/Name
On stage recognition	Verbal & Logo	Verbal & Logo	Verbal & Logo	Verbal
Program booklet advertisement availability	Full page	Half page		
Program booklet acknowledgment	Logo	Logo	Logo	Name
Website recognition	Logo with hyperlink	Logo with hyperlink	Logo	Name
Complimentary wine at table (four bottles)	Specialty curated selection	Specialty curated selection	✓	✓
Table seating	Premier seating for 24 (3 tables) with name recognition	Premier seating for 16 (2 tables) with name recognition	Premier seating for 16 (2 tables) with name recognition	Seating for 8 (1 table) with name recognition
Post-event thank you recognition	Logo	Logo	Logo	Name
Wish inclusion	Opportunity to host a celebration	Opportunity to host a celebration	Opportunity to host a celebration	Invitation to attend a celebration
Friday evening VIP Reception tickets	8	6	4	2
Early Access Invitations	24	8	4	
After Party Tickets	16	6	4	2

1 AVAILABLE OF EACH

# Speciality Sponsorships



LIST OF BENEFITS	INCLUDES HOPE SPONSOR LEVEL MARKETING BENEFITS!		Champagne Wall Sponsor	VIP Reception Sponsor	Photo Booth Sponsor	Wish Ambassador Stations Sponsor	Valet Sponsor	Chance-To-Win Sponsor	Fund-A-Wish® Sponsor	Auction Sponsor	After Party Sponsor
	Cocktail Reception Sponsor	Signature Cocktail Sponsor									
	\$15,000	SOLD!									
Exclusive Signage	in reception space	on the bars	on champagne wall	in reception space & on bar	at photo booth & on co-branded step & repeat	on wish ambassador stations	at valet station & on outdoor directional signage	at Chance-To-Win station	on screen during Fund-A-Wish	in auction reception space & on auction tables	at after party bar area
Opportunity to host a wish celebration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gift opportunity to provide a small, branded item	to all guests at the bars	branded cocktail glass to all ballroom guests	on all ballroom tables	to all VIP reception attendees	to all guests that have their photo taken	at wish ambassador stations	in all valet-serviced vehicles	to all guests that participate in the CTW	on all ballroom tables	in all auction bags at checkout	on bar & tables at the after party
Recognition on promotional materials	Logo with hyperlink	Logo with hyperlink	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Friday evening VIP reception tickets	4	4	4	8	4	4	4	4	4	4	4
Table seating: 1 table (8 seats)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary wine at table	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
On-stage recognition	Verbal & Logo	Verbal & Logo	Verbal & Logo	Verbal & Logo	Verbal & Logo	Verbal & Logo	Verbal	Verbal	Logo during Fund-A-Wish	Verbal	Verbal
Post-event thank you recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Special opportunities	your logo on a cocktail napkin for each guest	your logo on a cocktail glass for each guest	opportunity to host a cultivation event at your business	opportunity to host a cultivation event at your business			provide sail banner flags at valet station & branded vests for attendants			prominent recognition on mobile auction bidding platform	provide wristbands with company logo to after party guests
Early access tickets	4	4	4	4	4	8	4	4	4	4	4

Make-A-Wish.  
SOUTH CAROLINA

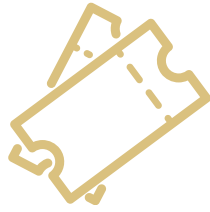
# WISH Night

presented by

The Cox Group



## TICKET PACKAGE



**\$3,000**

- 1 table (8 seats)
- Name recognition on table
- 2 bottles of wine at table



## CAN'T MAKE THE EVENT?

**HELP GRANT WISHES BY BECOMING A WISH SPONSOR!**

- Min. gift of \$7,500, 100% tax deductible
- Your donation will directly fund local wishes in our community. Your business name will be included in the program.



*\*Deadline for invitation logo is 1/20/25*

*\*\*Promotional materials includes e-communications, advertisements, media materials, relevant signage, and slideshow.*



# Reaching for the Stars

## Make-A-Wish South Carolina Marketing Insights

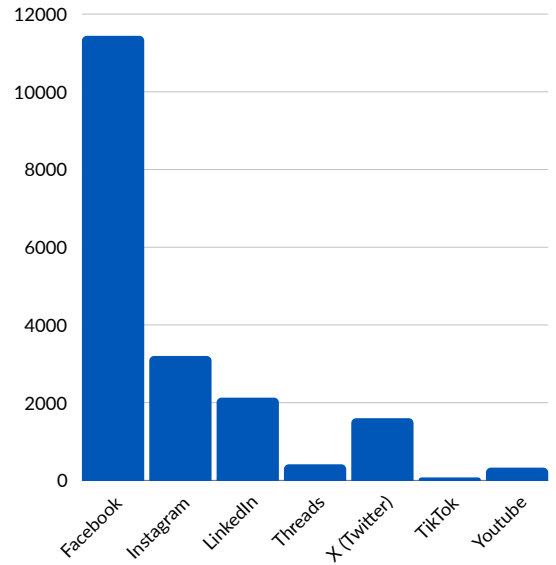
# 18.5k+

social media followers

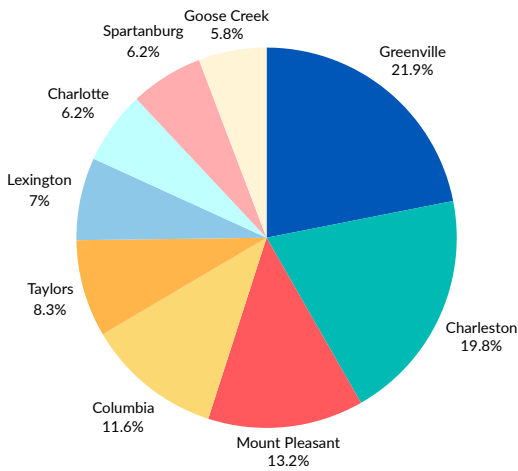
# 74k+

social media accounts reached per month

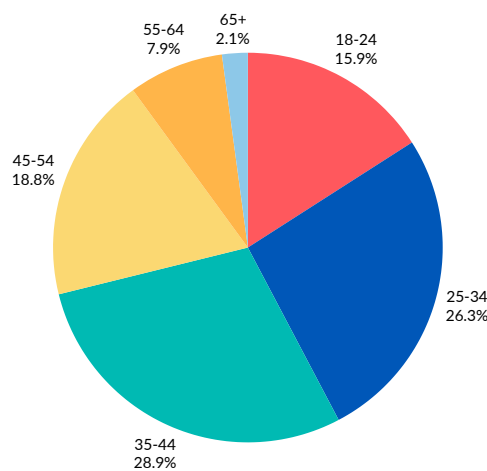
### Top Social Channels



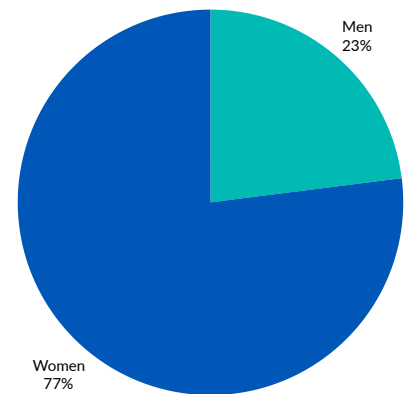
### Top SC Cities Reached



### Age Ranges Engaged



### Follower Demographics



# 500+

news media mentions in 2024



\*as of November 2024





*I wish to go on  
a family beach  
vacation*

LuluBelle, 6  
heart condition



**Make-A-Wish**<sup>®</sup>  
SOUTH CAROLINA

★ CELEBRATING 40 YEARS OF WISHES ★

# Wish Celebrations

## What is a Wish Celebration?

A wish celebration, sometimes called a send-off party or a wish reveal, is a way volunteers, donors or staff celebrate an upcoming wish with a wish kid. Wish kids learn exactly when their wish is coming true and receive any necessary details they need. Sometimes, a celebration is held as a homecoming party when the child returns from their wish.

## Why are Wish Celebrations Important?

Celebrations build excitement and anticipation for their life-changing experience or help emphasize that their wish wasn't just a moment in time - it's an experience that will last for years to come or a lifetime. Celebrations are also an opportunity for the community to come together. Wishes are not possible without community support. At a celebration, supporters can rejoice in the special experience together with the wish family.

*I wish to go on a family  
beach vacation to  
Destin, FL*

Easton, 7  
nervous system disorder



# SPONSORSHIP COMMITMENT FORM

Make-A-Wish  
SOUTH CAROLINA  
**WISHNight**

presented by  
**The Cox Group**

**YES! I would like to help make wishes come true by sponsoring Wish Night on March 1, 2025.**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Hope Sponsor - \$15,000   | <input type="checkbox"/> Strength Sponsor - \$10,000           | <input type="checkbox"/> Joy Sponsor - \$5,000                      |
| <input type="checkbox"/> Cocktail Reception Sponsor - \$15,000   | <input type="checkbox"/> Signature Cocktail Sponsor - \$15,000 | <input type="checkbox"/> Champagne Wall Sponsor - \$10,000          |
| <input type="checkbox"/> VIP Reception Sponsor - \$10,000  | <input type="checkbox"/> Photobooth Sponsor - \$10,000         | <input type="checkbox"/> Wish Ambassador Station Sponsor - \$10,000 |
| <input type="checkbox"/> Valet Sponsor - \$7,500   | <input type="checkbox"/> Chance-To-Win Sponsor - \$7,500       | <input type="checkbox"/> Fund-A-Wish® Sponsor - \$7,500             |
| <input type="checkbox"/> Auction Sponsor - \$7,500   | <input type="checkbox"/> After Party Sponsor - \$7,500         | <input type="checkbox"/> Table - \$3,000                            |
| <input type="checkbox"/> Wish Donation - \$7,500   |  |   |
| <input type="checkbox"/> I am unable to attend, but would like to make a charitable contribution of \$ _____                 |  |   |
| <input type="checkbox"/> I am unable to attend, but would like more information on how to participate in the silent auction. |  |   |

Sponsor Name \_\_\_\_\_  
Please print name *exactly* as you wish to be listed on promotional materials

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

## PAYMENT METHOD

- Visa    MasterCard    AmericanExpress    Discover    Check (*payable to Make-A-Wish South Carolina*)

Credit Card Number \_\_\_\_\_

Name (*as it appears on card*) \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Mail, email or fax this form to:**  
Make-A-Wish South Carolina  
225 S. Pleasantburg Dr. Ste. C17  
Greenville, SC 29607  
Phone: 864.250.0702  
Fax: 864.250.0704



Sponsorship Forms must be received by **January 25, 2025** to be included in print materials. *Your sponsorship will be confirmed upon receipt.*

A good faith estimate of the value per individual Wish Night ticket is \$230.00. In exchange for this contribution level, you may be able to claim a tax deduction on your federal income tax returns. Please contact your tax advisor should you have any questions and retain a copy of this form for your records.

### Contacts:

Kea Wade, Corporate & Community Engagement Manager [kwade@sc.wish.org](mailto:kwade@sc.wish.org)

Shannon Rice, Coastal Region Development Manager [srice@sc.wish.org](mailto:srice@sc.wish.org)





Make-A-Wish.  
SOUTH CAROLINA  
**WISH**Night

presented by  
**The Cox Group**

**CONTACT US**

**Shannon Rice**, Regional Development Manager - [srice@sc.wish.org](mailto:srice@sc.wish.org)  
**Kea Wade**, Corporate & Community Engagement Manager - [kwade@sc.wish.org](mailto:kwade@sc.wish.org)

*wishnightsc.org*

Make-A-Wish South Carolina  
225 S. Pleasantburg Dr. Ste. C17  
Greenville, SC 29607  
Phone: 864.250.0702  
Fax: 864.250.0704