



Make-A-Wish®

TRAILBLAZE CHALLENGE®

SOUTH CAROLINA

***sponsorship
opportunities***

Your company make a profound impact
on local families.

SCTRAILBLAZECHALLENGE.ORG

TRAILBLAZE CHALLENGE®

from the team

*I wish to be
a ballerina*

Adaleigh, 6
congenital heart disease



It's not a race, it's a journey.

At Make-A-Wish® South Carolina, we believe in the power of a wish. Every day, children across our state are diagnosed with critical illnesses, facing challenges far greater than many of us can imagine. In 2024, we brought smiles and moments of joy to 237 brave children by making their heartfelt wishes come true. These wishes provide not just a respite from daily struggles but are pivotal experiences that aid in a child's treatment and recovery.

Despite our efforts, the need is still immense. Currently, there are nearly 400 qualified children in South Carolina waiting for their wishes to be granted. With the average cost of granting a single wish standing at \$7,500, the demand far exceeds our current capabilities.

This is where your company can make a profound impact!

Introducing the Trailblaze Challenge®:

A unique event where participants can engage directly with the mission of Make-A-Wish. On one transformative day, teams will trek through some of the most scenic trails in South Carolina, each step forward a stride toward making a child's wish come true.

Why sponsor the Trailblaze Challenge®?

1. **Impact:** Your support directly contributes to fulfilling life-changing wishes for children in South Carolina.
2. **Engagement:** Boost corporate morale and team spirit by engaging your employees in a meaningful and inspiring cause.
3. **Visibility:** Enhance your brand's visibility and affirm its commitment to the community by aligning with one of the most respected charities nationally.

By becoming a Trailblaze Challenge® sponsor, you're not just supporting a local non-profit; you're igniting hope and nurturing healing for children who need it most. Together, we can harness the collective power of our community to bridge the gap between the possible and the extraordinary.

We invite you to partner with us in this mission.

Let's turn the hopes and dreams of these children into reality. We look forward to welcoming you into our circle of champions for children's wishes.

Join us. Help us give the gift of a wish. We look forward to having you as a partner in hope.

Jody Wilbanks and Michelle Owens
Trailblaze Challenge® Coordinators

EVENT OVERVIEW

The Trailblaze Challenge® combines fun, fitness and community in a program enabling participants & sponsors to provide life-changing wishes for local kids in South Carolina.

▼ Who

Participation is limited to 75 hikers per hike. The Challenge is open to hikers of all skill levels, ages (16 or older), and walks of life.

▼ What

Participants embark on a thrilling journey through the Palmetto or Foothills Trail, covering over 20 miles in a single day. With stunning vistas and varied landscapes, these trails showcase South Carolina's natural beauty. The hikers gain confidence, cultivate lifelong friendships, and foster community spirit while supporting Make-A-Wish South Carolina's vital mission.

▼ When

Trailblaze Challenge® is more of a program than an event. Participants spend several weeks training, fundraising, and spreading awareness for the event. The program culminates in “hike weekend” as such:

- **Friday:** Hikers arrive & enjoy an evening Pasta Party
- **Saturday:** HIKE DAY! 3am or 5am start and concludes by 8pm (varies by trail)
- **Sunday:** Victory Breakfast celebration & presentation

Spring '25 Hike Weekend Dates:

Midlands hike weekend: April 4th-6th

Lowcountry hike weekend: April 11th-13th

Upstate hike weekend: May 2nd-4th

▼ Why

Currently, nearly 400 children in South Carolina are awaiting their wishes—a vital source of joy that sustains them and their families through difficult times. Each wish is a crucial intervention, transforming fear into confidence, sadness into joy, and anxiety into hope.

The Trailblaze Challenge is a crucial call to action, urging our community to support children in dire need. By participating, sponsors and hikers directly impact these brave children's lives, both through the scenic trails of South Carolina and by enabling us to grant more wishes. Your involvement provides vital emotional and physical strength to children facing serious health challenges.



“I believe in hope. Hope is a powerful emotion that has a profound effect on our bodies ability to heal. Make-A-Wish is a shining ray of hope in the life of a child who is forced to deal with some unimaginable circumstances by no fault of their own. They didn’t make poor choices... they just had bad luck. It breaks my heart to know that there are over 400 kids on a waiting list in SC that desperately need a wish... if only there was money to pay for it. Every time I hike, every donation I get, helps to get one more kid off that list.”

“I hike to be a part of something bigger than myself. Make-A-Wish is a phenomenal organization that changes lives through relationships, beyond just each child and their family. Everyone involved is a generous and kind person. That energy is contagious.”

find your why.

★ TRAILBLAZE CHALLENGE ALUMNI ★

“For my friend Ryan who beat cancer in middle and high school. For my dad who taught me to appreciate laughter and the outdoors. For the countless kids battling an illness, who would trade places with me any day for time on a trail. Wishes are waiting, the fight goes on, and so I must hike. ”

“I signed up a week after my cousin died of Covid-related morbidities to her childhood illness. I was so daunted at the thought of hiking 28 miles in a day, but I also realized she struggled to hike even a mile in her last years of life. I hiked for her while mourning her. Every time I started to think this is impossible, her voice said it was not. Every mountain I climbed, I felt her right there with me, finally being able to walk alongside me.”

Sponsorship Opportunities

1 Available

BENEFIT	PRESENTING SPONSOR \$20,000	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Official Event Name: Company name/logo within event title and featured on all marketing and event collateral materials as "Presented by"	✓				
Mention in all media promoting the event, e.g., print, billboards, etc. *For billboard promotion, must be committed minimum of 8 weeks prior to recruitment	✓				
Opportunity to be involved during Hike Weekend, e.g., speak during pasta dinner, support aid station, etc.	✓				
Opportunity to kick off a training hike	✓				
Logo on all event and participant email sends	✓	✓	✓		
Logo on Hike Weekend start and finish banners	✓	✓			
Special message from wish kid to share both internally & externally	✓	✓			
Complimentary registration for one (1) employee to participate in program *individual must be committed by the end of recruitment period	✓	✓			
Wish involvement opportunity	opportunity to host	opportunity to host	invite to participate	invite to participate	
Social media posts across MAWSC platforms illustrating support of event & Make-A-Wish	x3	x2	x1		
Logo on hike weekend signage and collateral (including at group meals and presentations)	✓	✓	digital only	digital only	
Logo on participant t-shirt	✓	✓	✓	✓	
Opportunity to provide participant gift in event weekend welcome bag	✓	✓	✓	✓	✓
Sponsorship acknowledged on event website	Logo	Logo	Logo	Name	Name



Reaching for the Stars

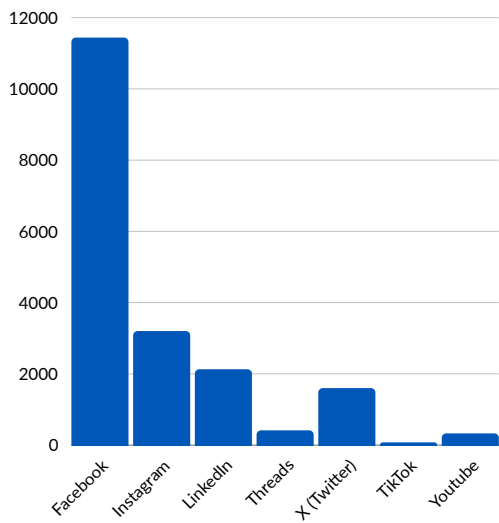


Make-A-Wish South Carolina Marketing Insights

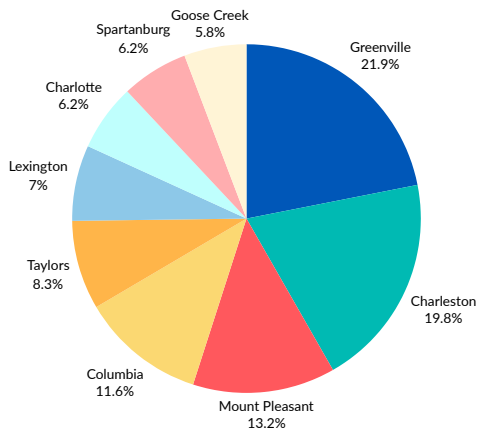
18.5k+
social media followers

74k+
social media accounts
reached per month

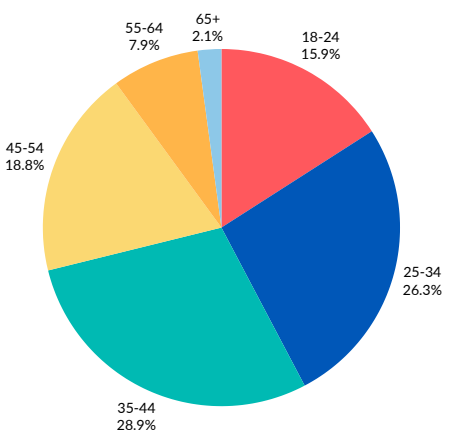
Top Social Channels



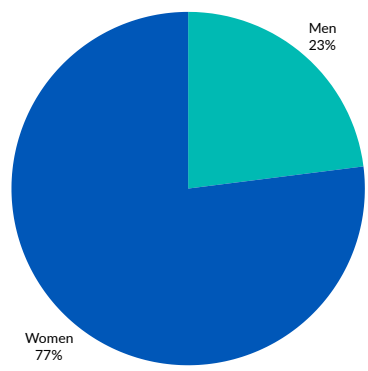
Top SC Cities Reached



Age Ranges Engaged



Follower Demographics



500+
news media mentions in 2024



*as of November 2024

*“Hiking with a blind wish kid and her family taught me so much and it is an experience I will never forget. If she can, I will !
These kids thrive on these wishes and how much it helps them is amazing !”*

“While I’m hiking, it’s never lost on me that my child is healthy at home while I hike for a child I’ve never met. I don’t know why my child is healthy and theirs isn’t, but I hike to give their kids a wish to look forward to and keep fighting for.”

find your why.

★ TRAILBLAZE CHALLENGE ALUMNI ★

“I wanted to hike to challenge myself and prove to myself that I can endure anything, but I also wanted to show my daughter (who has a rare metabolic disorder) that the “label” that comes with your struggle doesn’t control or define you- you choose who you are and what you can become. Attitude is everything! I hike for kids like her who have to look past the now and hang onto the finish line.”

“I found the forest to be the best place to process the sudden and unexpected loss of my husband, John. SC Trailblaze Challenge afforded me the opportunity to turn the gaze of my heart outward and accomplish something worthwhile in my meanwhile.”



*I wish to go on
a family beach
vacation*

LuluBelle, 6
heart condition



Make-A-Wish[®]
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.

SPONSORSHIP COMMITMENT FORM



SOUTH CAROLINA

sctrailblazechallenge.org

Ready to join us as a partner in hope? Yay! Just complete the below form and submit it to us via the instructions provided. We'll be in touch shortly to personally thank you for your gift and ask any follow-up questions. Thank you for leading our community with your generous sponsorship. You are giving a wish family the immeasurable power of hope.

SPONSOR INFORMATION

Spring 2025 Hike

Name:

Company:

Address:

City:

State:

Zip:

Phone:

Email:

Sponsorship Level: \$20,000 \$10,000 \$5,000 \$2,500 \$1,000

Hiker/Team to receive credit:

List company in all materials as:


Please provide your company logo (if applicable) in EPS and PNG formats: aosborne@sc.wish.org with a subject line: TBC Sponsorship. Please include a copy of this form. **Sponsorship forms, payment and logos must be received by March 7, 2025.**

METHOD OF PAYMENT

I have enclosed a check/cash.

Please contact me to process my credit card by phone.

I am paying my sponsorship donation online.* (use QR code here)

 Be sure to click "participant" if you wish to apply your donation to a specific hiker's goal



[Scan here to donate online](#)

Signature:

TWO WAYS TO CONFIRM

1. Mail your confirmation form with payment to Make-A-Wish at:
Make-A-Wish® South Carolina
225 S. Pleasantburg Dr. Ste. C17
Greenville, SC 29607
2. Email your reply with attached completed form to outdooradventures@sc.wish.org or
Amanda Osborne - aosborne@sc.wish.org

Make-A-Wish®

SOUTH CAROLINA

★ CELEBRATING 40 YEARS OF WISHES ★

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