

# Wish Ball 2025 Sponsorship Opportunities

May 17, 2025 | Navy Pier



For More Information Contact:  
Debbie Purcell  
Signature Events Director  
dpurcell@illinois.wish.org  
312.320.6300

Make-A-Wish  
ILLINOIS



# Make-A-Wish® Illinois

Since its inception, Make-A-Wish Illinois has granted more than 17,000 life-changing wishes to children with critical illnesses throughout the State of Illinois.

Thanks to the incredible support of our donors, we granted **790 life-changing wishes** across the state. While each wish is as unique as the child who dreams it, these were the most popular wishes:



**7%**  
Shopping Sprees



**42%**  
Disney World



**11%**  
US Other Travel



**12%**  
Hawaii

There are still **more children who are waiting** for their wish! Every 20 minutes somewhere in the country, a child is diagnosed with a critical illness, with 714 more children referred to Make-A-Wish Illinois in fiscal year 2024. **We need your support to help make their wishes come true!**

## Wish Ball

**Wish Ball** is Make-A-Wish's largest and signature fundraising event. One of Chicago's premier black-tie events, it is consistently ranked in the top 5 in *Bizbash's* "Chicago's Top 100 Benefit Events."

**Wish Ball 2025** will be held on **Saturday, May 17 at Navy Pier**. With A-list celebrity entertainment, high-quality silent and live auctions, and wish stories that will touch your heart and inspire you, this event shouldn't be missed.

Over the years, guests have been entertained by celebrities like **Jim Gaffigan, John Stamos, Steve Martin, Seth Meyers, Jon Hamm, Jay Leno, Ellen DeGeneres, and Martin Short**. In addition, many local and national celebrities attend and participate in the program.

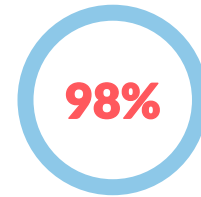
**Your support of Wish Ball will help make wishes come true for the more than 1,500 children in Illinois who are still waiting for their wish!**



2024 Emcee Val Warner  
with Wish Alum Co-Emcee Molly

# The Impact of a Wish

The results of a the [2022 Make-A-Wish America Wish Impact](#) study indicate that a large majority of Make-A-Wish alumni, parents, and medical providers overwhelmingly agree that the wish experience contributes substantially to physical, mental, and emotional health; and that the wish experience was a necessary part of the medical treatment journey, improved the odds of survival, provided a support system and better health outcomes, and gave the child a better chance of recovering from their critical illness.



98% of medical providers say they observed that families experience traumatic stress as a result of their child's critical illness.



95% of wish alumni said their wish helped them overcome feelings of sadness.



95% of wish alumni felt more hopeful for their future after their wish.



100% of wish alumni felt more hopeful for their future after their wish.



98% of wish alumni said their wish improved their well-being.

**When you help grant a wish, you restore hope for a child and improve their mental well-being. In fact, a wish forever renews emotional strength, restoring hope for a lifetime.**

*I wish to have a fluffy puppy*

**Jacoby, 11**  
rare disease



# 2024 Wish Ball

*Click Image to Watch Highlight Video*

MAKE   
*Magic*  
MOMENTS  
WISH BALL 5.18.2024



# 2025 Wish Ball Celebrity

## DANA CARVEY



Emmy-award winning actor and comedian Dana Carvey is best known for his iconic and indelible SATURDAY NIGHT LIVE characters – most memorably *Church Lady*, *Grumpy Old Man*, *Hans*, of the *Hans and Franz* body building duo, and of course *Garth* – Mike Myers’ “excellent Co-Host” on the classic sketch turned feature film, *WAYNE’S WORLD*. He was most recently seen starring as *Garth* once again alongside Mike Myers in a massive Super Bowl commercial and campaign for Uber Eats. Carvey has received much praise for his uncanny comedic impersonations of American political figures (popular with both audiences and the subjects of his impersonation), including George HW Bush, Ross Perot, Jerry Brown, and Bob Dole.

Carvey made his feature film debut in *THIS IS SPINAL TAP*, and other earlier works include *RACING WITH THE MOON*, *ONE OF THE GROUP*, *TOUGH GUYS*, and the comedy *OPPORTUNITY KNOCKS*. Other notable films for Carvey include Alan Parker’s *THE ROAD TO* for Columbia Pictures, Zanuck’s *CLEAN SLATE* for MGM, and Twentieth Century Fox’s *TRAPPED IN PARADISE*. In 2004, Dana starred in *THE MASTER OF DISGUISE*, a family comedy where Carvey took on 36 different identities and spoke in 14 different languages as the hapless titular character. Dana has also lent his voice to bring ‘Pops’ the dog to life in the 3D animated mega-hit, *SECRET LIFE OF PETS* and its sequel.

In 2016, Dana released a Netflix Special “*STRAIGHT WHITE MALE, 60*” to much acclaim.

You can now hear Dana on his chart-topping hit podcast *FLY ON THE WALL* which he co-hosts with friend and comic David Spade, and voicing several characters on the animated show *MULLIGAN*, produced by Tina Fey and Robert Carlock.

# Sponsorship



Make-A-Wish resonates with consumers and employees alike. A sponsorship of Wish Ball is a sound business decision with a powerful impact.

Sponsorships are critical to the success of Wish Ball and our mission. Wish Ball sponsorships are tailored to provide effective visibility. Wish Ball is an ideal setting to showcase your community support, entertain clients, and network with other prominent business leaders.

During the celebration, you and your guests will meet wish families, hear their inspirational stories, and see our mission in action.

*Sponsorship levels range from \$75,000 to \$3,000, allowing you to choose the package that best fits your needs.*

# Thank You to Our 2024 Wish Ball Sponsors

PRESENTING  
**GATX**

**STAR**  
Kirkland & Ellis LLP  
Marmon Holdings, Inc.  
Paul and Joan Rubschlager  
David and Teryl Schawk  
Family

**PLATINUM**  
USG

**WISH AMBASSADOR**  
FTI Consulting

**GOLD**  
Arnold & Porter  
Chicagoland Children's  
Health Alliance  
Crowe LLP  
Heidrick & Struggles  
Hrbacek Warmuth Families  
Legacy Marketing  
McKinsey & Company  
Northern Trust

**COCKTAIL RECEPTION**  
Inspire11

**AFTER PARTY**  
JP Morgan Chase

**MISSION**  
Paul and Angie Martino

**LIVE AUCTION**  
Discover Financial

**SILVER**  
Boston Consulting Group  
Cognizant  
Hamra Enterprises, a Panera  
Bread Franchisee  
JBT Corporation  
Jones Day  
Aaron and Rachel Martell  
Morgan Stanley  
Network of Giving  
Nousot  
Plante Moran  
PwC  
Thompson Coburn  
TransQuip USA Inc.  
Trinity Rail  
United Airlines  
Unum  
William Blair

**SILENT AUCTION**  
Belmont Bank & Trust  
La-Z-Boy Incorporated  
MD Ventures  
Scale Marketing  
SCOR

**DIGITAL**  
CDW

**CELEBRITY**  
Broadridge Financial  
Solutions

**BRONZE**  
Adobe  
Amsted Rail  
Bluestar  
Cray Kaiser  
Dell Technologies  
GCM Groesvenor  
Gianelli Sausage Company  
Hewlett Packard Enterprise  
Intel  
Janis and Ron Douglas  
JLL  
Knauf  
Leo Burnett  
McDermott Will & Emery LLP  
Microsoft  
Miner Enterprises  
Nate Berkus Associates  
Palo Alto Networks  
Point B, LLC  
Private Vista  
Simple Truth  
The Greenbrier Companies  
2024 Wish Ball Committee

# FY25 Board of Directors

## Officers

**Mike Warmuth**  
Chair  
Retired

**Aletha Noonan**  
Vice Chair  
CDW

**Thomas South**  
Vice Chair  
Northern Trust

**Michele Booth**  
Corporate Documents Officer  
FTI Consulting

**Todd Richards**  
Treasurer  
Retired

## Members

**Doug Barnard**  
Retired

**Darryl Bulkema**  
KPMG LLP

**Andrew Cardonick**  
Sidley

**Jessi Corcoran**  
JBT Corporation

**Lenny Dacanay**  
Tight Rope Capital

**Jerry Darko**  
William Blair & Company

**Earl Flack**  
McKay NAPA Auto Parts

**Matt Hertko**  
Jones Day

**Aaron Martell**  
Logistics Property Company,  
LLC

**Paul Martino**  
VillageMD

**Linda McGovern**  
Knauf Insulation

**Jeff Murphy DNP, RN,  
CEN, NEA-BC**  
University of Chicago  
Medicine Comer Children's  
Hospital

**Jean Niemi**  
Retired

**Andy Pasternak**  
Horizon Therapeutics

**Jen Sampson**  
Marmon Holdings, Inc.

**John Sbragia**  
GATX

**Christine Torres**  
Crowe LLP

**Brennan Warren**  
Protiviti Inc.

**Matt Westerlund**  
Boston Consulting Group

**Amanda Worthington**  
Heidrick and Struggles

# Wish Ball 2025 Sponsorship Opportunities



		PRESENTING*	STAR	MISSION / DIGITAL	LIVE AUCTION	CELEBRITY	PLATINUM	DÉCOR	WISH AMBASSADOR	GOLD	COCKTAIL RECEPTION / AFTER PARTY / VALET	SILVER	BRONZE	REGISTRATION / SWEETS STATION	SILENT AUCTION / BAR / COAT CHECK	
		\$ 75,000	\$50,000	\$40,000	\$35,000	\$30,000	\$30,000	\$ 25,000	\$20,000	\$20,000	\$10,000	\$10,000	\$5,000	\$5,000	\$3,000	
Key Benefits	# of Sponsorships Available at this Level	1	Unlimited	1	1	1	Unlimited	1	1	Unlimited	1	Unlimited	Unlimited	1	limited / 4 / 1	
	COMPLIMENTARY TICKETS to event	20	16	10	10	10	12	10	8	10	4	6	4	2	--	
	PREMIUM TABLE with wine service <sup>1</sup>	★	★	--	--	--	★	--	--	--	--	--	--	--	--	
	CAR SERVICE to and from event <sup>2</sup>	★	★	--	--	--	★	--	--	--	--	--	--	--	--	
	CELEBRITY meet & greet <sup>3</sup>	★	★	--	--	★	--	--	--	--	--	--	--	--	--	
"Night of" Benefits	YOUR LOGO on ...	Main Photo Opp Backdrop	--	Bidder Paddles / Bidding Website	Screen: Live Auction; Live Auction Booklet	Screen : Celebrity Performs	--	Framed, on each Table (~60)	Wish Ambassador Floor Banners & Bingo Cards	--	Signage Location Reference Full Description	--	--	Signage Location Reference Full Description	Signage Location Reference Full Description	
	TOP SPONSOR VIDEO inclusion	★	★	★	★	★	★	--	--	--	--	--	--	--	--	
	BANNER with your logo in ballroom	★	★	★	★	★	★	--	--	--	--	--	--	--	--	
	RECOGNITION DURING PROGRAM	Logo & Name	Logo & Name	Logo	Logo	Logo	Logo	Name	Name	Name	Name	Name	Name	Name	Name	--
	PROGRAM BOOKLET inclusion	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name	Name	Name	Name	Name	Name
	AD in program booklet	Lead Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page	--
Marketing/Social Media Benefits	ELECTRONIC INVITATION RECOGNITION	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name	Name	Name	Name	Name	Name
	EVENT WEBSITE RECOGNITION	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name	Name	Name	Name	Name	Name
	TOP SPONSOR post on LinkedIn & Facebook	★	★	★	★	★	★	--	--	--	--	--	--	--	--	--
	FACEBOOK EVENT post	★	★	★	★	★	★	★	★	★	★	★	★	--	--	--
	INSTAGRAM STORY post	2	1	1	1	1	1	1	1	--	1	--	--	--	--	--
	EVENT MEDIA RELEASE inclusion	★	★	--	--	--	★	--	--	--	--	--	--	--	--	--
	FOUNDATION NEWSLETTER mention	★	--	--	--	--	--	--	--	--	--	--	--	--	--	--

\*Additional Presenting Sponsor Benefits:  
 FULL CREDIT on all materials "Wish Ball Presented by..."  
 DEDICATED POSTS on Facebook & LinkedIn  
 WELCOME LETTER from Executive in program booklet

**TABLES/TICKETS:**  
 Premium Table of 10<sup>1</sup> | \$14,000  
 Standard Table of 10 | \$7,000  
 Individual Tickets | \$700/each

<sup>1</sup>Premium tables are located near the stage (front of the room)  
<sup>2</sup>For up to 8 passengers, pick-up and drop-off from one single location of your choosing  
<sup>3</sup>Contingent on agreement with celebrity

# \$75,000 Presenting Sponsor

As the exclusive Presenting Sponsor, you are showcased at the highest level of recognition and alignment with our brand.

## OTHER BENEFITS INCLUDE:

- **20 complimentary tickets**, with priority seating and wine service
- “Wish Ball 2024 Presented by {your corporate logo}” on all event collateral:
  - Electronic Invitations – over 5,000 emailed
  - Website, social media and all event press releases
  - Make-A-Wish Illinois newsletter
  - Program Booklet Lead Page
    - Welcome letter
- Full-page Program Booklet ad (*priority placement*)
- Logo on step-and-repeat backdrop for photo opportunities
- Draped banner with logo in main ballroom
- Name and logo recognition during program
- Private celebrity meet and greet for you and your guests (*contingent on celebrity*)
- Complimentary roundtrip car service for up to 8 passengers
  - *Pick-up and drop-off from a single location of your choosing*
- Dedicated posts on Make-A-Wish Illinois Facebook Page and LinkedIn
- Two Dedicated Instagram Story posts
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program



2024 Presenting Sponsor  
GATX Corporation  
with 2024 Celebrity Emcee  
Jim Gaffigan

# \$50,000 Star Sponsor

As a Star Sponsor, you are showcased at a premier echelon of publicity exposure and alignment with our brand.

## OTHER BENEFITS INCLUDE:

- **16 complimentary tickets**, with priority seating and wine service
- Name and logo listed on:
  - Electronic Invitations – over 5,000 emailed
  - Website, social media and all event press releases
  - Make-A-Wish Illinois newsletter
- Full page ad in Program booklet and sponsor recognition
- Draped banner with your logo in main ballroom
- Name and logo recognition during program
- Private celebrity meet and greet for you and your guests (*contingent on celebrity*)
- Complimentary roundtrip car service for up to 8 passengers
  - *Pick-up and drop-off from a single location of your choosing*
- Dedicated Instagram story post and sponsor group story post
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program

# \$40,000 Mission Sponsor

As the exclusive Mission Sponsor, you are recognized as the sponsor during the paddle raise portion of the program, kicking everything off with your \$25,000 donation (included as part of the sponsorship, fully tax deductible).

## OTHER BENEFITS INCLUDE:

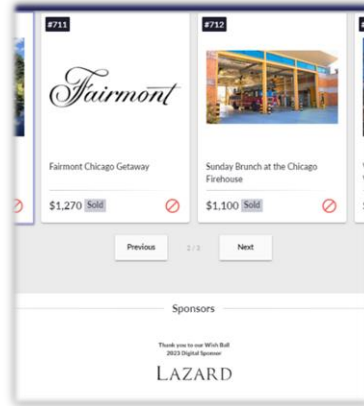
- **10 complimentary tickets** (*one table*)
- Logo included on all bidder paddles used for the Live Auction
- Draped banner with your logo in main ballroom
- Logo recognition during program
- Full page Program Booklet ad and sponsor recognition
- Dedicated Instagram story post
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program

## \$40,000 Digital Sponsor

As the exclusive Digital Sponsor, you receive targeted exposure on our online bidding platform, OneCause. Your logo is also displayed when auction bidding updates are provided throughout the venue.

### OTHER BENEFITS INCLUDE:

- **10 complimentary tickets** (one table)
- Logo displayed on the mobile app and bidding website
  - Visible to all auction viewers (1,000+ supporters) one week prior and throughout the event
- Logo displayed during the program
- Draped banner with logo in main ballroom
- Full page Program Booklet ad and sponsor recognition
- Dedicated Instagram story post
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program



## \$35,000 Live Auction Sponsor

As the exclusive Live Auction Sponsor, your corporate logo is prominently displayed on the cover of the Live Auction Catalog. The auctioneer will give verbal recognition to you prior to beginning the Live Auction and each Live Auction video package will feature your corporate logo.

### OTHER BENEFITS INCLUDE:

- **10 complimentary tickets** (one table)
- Private celebrity meet and greet for you and your guests (contingent on celebrity)
- Logo displayed during program
- Draped banner with logo in main ballroom
- On-screen logo and verbal recognition
- Full page Program Booklet ad and sponsor recognition
- Dedicated Instagram story post
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program

## \$30,000 Celebrity Sponsor

As the exclusive Celebrity Sponsor, you receive unique exposure of your corporate logo on screen during the introduction of the headlining celebrity; the celebrity also gives you verbal recognition on stage during their performance.

### OTHER BENEFITS INCLUDE:

- **10 complimentary tickets** (one table)
- Private celebrity meet and greet for you and your guests (contingent on celebrity)
- Logo displayed during program
- Draped banner with logo in main ballroom
- On-screen logo and verbal recognition
- Full page Program Booklet ad and sponsor recognition
- Dedicated Instagram story post
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program

## \$30,000 Platinum Sponsor

### BENEFITS INCLUDE:

- **12 complimentary tickets**, with priority seating and wine service
- Logo displayed on electronic invitation, online, during program
- Draped banner with logo in main ballroom
- Make-A-Wish Illinois newsletter mention and inclusion in event press release
- Complimentary roundtrip car service for up to 8 passengers
  - Pick-up and drop-off from a single location of your choosing
- Full page Program Booklet ad and sponsor recognition
- Dedicated Instagram story post and sponsor group story post
- Top Sponsor post on LinkedIn, Facebook and Instagram Story
- Inclusion in the “Top Sponsor” thank you video presented during the program



## \$25,000 Décor Sponsor

As the exclusive Décor Sponsor, your logo is framed and placed on ~60 dinner tables in the Grand Ballroom.

### OTHER BENEFITS INCLUDE:

- 10 complimentary tickets (one table)
- Full page Program Booklet ad and sponsor recognition
- Live dedicated Instagram story post during the event with Sponsor tag



## \$20,000 Wish Ambassador Sponsor

As the exclusive Wish Ambassador Sponsor, you underwrite the cost of having 10 wish ambassadors and their families attend the event. You also have the opportunity to be seated with a wish family during the program.

### OTHER BENEFITS INCLUDE:

- 8 complimentary tickets (one table)
- Wish family private meet and greet for you and your guests
- Wish Ambassador Floor Banners with logo
- Logo displayed on Wish Ambassador Bingo Cards during Cocktail Hour
- Logo displayed during program
- Full page Program Booklet ad and sponsor recognition
- Dedicated Instagram story post

## \$20,000 Gold Sponsor

### BENEFITS INCLUDE:

- 10 complimentary tickets (one table)
- Name recognition on electronic invitations, online and during program
- Full page Program Booklet ad and sponsor recognition
- Make-A-Wish Illinois newsletter recognition
- Facebook event post
- Instagram sponsor group story post

## \$10,000 Cocktail Reception

### BENEFITS INCLUDE:

- 4 complimentary tickets
- Logo exclusively and prominently displayed throughout cocktail reception
- Half page Program Booklet ad and sponsor recognition
- Facebook event post
- Live dedicated Instagram story post during the event with Sponsor tag

## \$10,000 After-Party Sponsor

### BENEFITS INCLUDE:

- 4 complimentary tickets
- Logo exclusively and prominently displayed throughout after-party
- Half page Program Booklet ad and sponsor recognition
- Facebook event post
- Live dedicated Instagram story post during the event with Sponsor tag

## \$10,000 Valet Sponsor

### BENEFITS INCLUDE:

- 4 complimentary tickets
- Logo prominently displayed on Valet Car Tags OR Car displayed at Valet Drop-off
- Half page Program Booklet ad and sponsor recognition
- Facebook event post
- Live dedicated Instagram story post during the event with Sponsor tag

## \$10,000 Silver Sponsor

### BENEFITS INCLUDE:

- 6 complimentary tickets
- Name recognition on electronic invitations, online and during program
- Half page Program Booklet ad and sponsor recognition
- Make-A-Wish Illinois newsletter recognition
- Facebook event post
- Instagram sponsor group story post

## \$5,000 Bronze Sponsor

### BENEFITS INCLUDE:

- 4 complimentary tickets
- Name recognition on electronic invitations and during program
- Quarter page Program Booklet ad and sponsor recognition

## \$5,000 Registration Sponsor

### BENEFITS INCLUDE:

- 2 complimentary tickets
- Logo prominently displayed at Registration
- Name recognition on electronic invitations and during program
- Quarter page Program Booklet ad and sponsor recognition

## \$5,000 Sweets Station Sponsor

### BENEFITS INCLUDE:

- 2 complimentary tickets
- Logo prominently displayed on sweets station during After Party
- Name recognition on electronic invitations and during program
- Quarter page Program Booklet ad and sponsor recognition



*I wish to be a  
zookeeper*

**Daniel, 9**  
endocrine disorder

## \$3,000 Silent Auction Sponsor

### BENEFITS INCLUDE:

- Logo displayed during Silent Auction
- Program booklet name and sponsor recognition

## \$3,000 Bar Sponsor

*As a Bar Sponsor, your logo is framed and placed on one of four bars throughout the cocktail reception/after party.*

### OTHER BENEFITS INCLUDE:

- Name recognition on electronic invitations and during program
- Quarter page Program Booklet ad and sponsor recognition

## \$3,000 Coat Check Sponsor

### BENEFITS INCLUDE:

- Logo prominently displayed at Coat Check
- Program booklet name and sponsor recognition

*I wish to visit  
Hawaii*

**Cecelia, 5**  
cancer



*Thank You!*

**For More Information Contact:**

Debbie Purcell  
Signature Events Director  
[dpurcell@illinois.wish.org](mailto:dpurcell@illinois.wish.org)  
312.320.6300