



Make-A-Wish®
**TRAILBLAZE
CHALLENGE®**
SAN DIEGO
presented by
wheelhouse®
CREDIT UNION

SPONSORSHIP OPPORTUNITIES

Hike Weekend Dates:

May 2-4, 2025

May 16-18, 2025

May 30-June 1, 2025



Make your miles matter.
Learn more here.

MAKE WISHES COME TRUE

ABOUT MAKE-A-WISH SAN DIEGO

- Founded in 1983, Make-A-Wish San Diego has granted more than 5,330 wishes for kids dealing with critical illnesses.
- Our chapter serves San Diego and Imperial Counties, while also welcoming over 200 children annually traveling to San Diego for their wish.
- In 2023, Make-A-Wish San Diego granted 217 wishes.
- The average cost of a wish in our region is \$10,000.



PUTTING YOUR COMMITMENT TO WORK



IMPACT

the lives of 300 children and families in San Diego by improving children's emotional and physical well-being and giving children and families joy, confidence, and hope for the future.



ALIGN

your company's brand with the #1 most trusted nonprofit operating locally across all 50 states.



BOOST

your business' exposure with the opportunity of 50,000+ impressions.

Make-A-Wish San Diego's Audience:
17,000+ social media followers
43,000+ e-newsletter subscribers
251 dedicated volunteers
5,330 wish families served

WE RELY ON THE GENEROSITY OF COMMUNITY PARTNERS

Wishes are the work of an entire community—wish kids, parents, medical professionals, funders, in-kind donors, volunteers, and YOU! Our vision is to grant the wish of every eligible child.



QUESTIONS?

Our team is here to help you reach your community outreach goals.

Grace da Silva, Sr. Manager, Events
 gdasilva@sandiego.wish.org
 Office Line: 619-279-5211
 Cell: 206-465-3569

MORE THAN JUST A HIKE

The Trailblaze Challenge San Diego (TBCSD) is a life-changing endurance experience that challenges participants physically and emotionally, while helping Make-A-Wish San Diego (MAWSD) grant wishes to children with critical illnesses in our region. From January through June, our program will prepare hikers for their journey in both training and fundraising, with each hiker committing to raise \$2,500, culminating in a 28-mile, one-day hike on the Pacific Crest Trail.

WHY PARTNER

Being a Trailblaze Challenge San Diego sponsor is unlike any other sponsorship opportunity out there. Our hikers are the most dedicated and passionate group of individuals you will ever meet, demonstrating a special brand loyalty to those who support their cause.

<p>Extended Recognition</p>	<p>Over the course of nearly six months, participants commit to training and preparing for hike day, while also raising vital funds for our mission. TBCSD sponsors receive coverage and recognition throughout this time.</p>
<p>Widespread Reach</p>	<p>With over 300 registered hikers (from San Diego and beyond) and 7,000+ individual donors, the reach and visibility of your partnership is widespread. The Trailblaze Challenge isn't a one-day event. It's a life-changing experience that your company shouldn't miss.</p>

2024 BY THE NUMBERS

12 billboards
 3 TV and radio features
 6 dedicated eblasts

14 info sessions
 438 RSVPed attendees
 365 registered hikers

13 training hikes
 21 weekly Trail Talk emails
 7,319 individual donations

SPONSORSHIP OPPORTUNITIES

The following partnership packages were designed to maximize recognition at every level of engagement. **All sponsorship packages include logo placement on t-shirt, website, weekly participant emails, event signage (including Finish Line banner), and all digital, print, and marketing materials. Additional benefits exclusive to each specific level are listed below.**

All gifts \$2,500 and up will receive name listed on event website and t-shirt.

Deadline for Logo Inclusion: April 1

Presenting Sponsor | \$37,500 **SOLD OUT**

- Exclusive presenting sponsor of event with event title listed as "Trailblaze Challenge San Diego presented by [Sponsor Name]" with prominent name and logo placement on all collateral.
- Exclusive logo inclusion on billboards and co-branded step & repeat.
- Recognition in MAWSD event press releases.
- Fundraising waived for 2 company representatives to participate in hike.
- Promotional/fundraising offer made available for TBCSD hikers.
- Opportunity to host info session.
- Opportunity to provide branded gift to hikers.
- Company sponsored finish line station at each hike weekend (optional).
- Social Media tag on every TBCSD Instagram post and dedicated social posts on multiple platforms.
- Logo inclusion on sponsors page of the MAWSD website.
- Opportunity to enhance a local wish.



Transportation Sponsor | \$25,000

**One available*

- Co-branded van magnets on all transportation for hike weekends (8+ vans per weekend, each covering over 60 miles on hike day).
- Opportunity to have company vehicle and representatives at designated aid stations.
- Fundraising waived for 2 company representatives to participate in hike.
- Opportunity to host info session.
- Opportunity to provide branded gift to hikers.
- Social Media tag on every TBCSD Instagram post and dedicated social posts on multiple platforms.
- Logo inclusion on sponsors page of the MAWSD website.
- Opportunity to enhance a local wish.

Pasta Party Sponsor | \$10,000

**Three available*

- Sponsor one hike weekend's Friday night Pasta Party for 150+ hikers, volunteers, and guests.
- Name within event title listed as "Pasta Party for Wishes presented by [Sponsor Name]."
- Logo inclusion on signage throughout ballroom and on tables during Friday dinner.
- Fundraising waived for 1 company representative to participate in hike.
- Opportunity to provide branded gift to hikers.

Sunday Celebration Sponsor | \$10,000

**Three available*

- Sponsor one hike weekend's Sunday breakfast for 150+ hikers, volunteers, and guests.
- Name within the event title listed as "Sunday Celebration presented by [Sponsor Name]."
- Logo inclusion on signage throughout ballroom and on tables during Sunday breakfast.
- Fundraising waived for 1 company representative to participate in hike.
- Opportunity to provide branded gift to hikers.

Wilderness Safety Sponsor | \$10,000

**One available*

- Sponsor the wilderness safety needs for event, including Garmin devices, Wilderness First Aid Training for Hike Support team, and first aid supplies.
- Name within weekly participant emails as "Wilderness Safety Tip sponsored by [Sponsor Name]" (300+ views).
- Opportunity for qualified staff to participate during Hike Weekends as medics (optional).
- Fundraising waived for 1 company representative to participate in hike.
- Opportunity to provide branded gift to hikers.

Happy Hour Sponsor | \$5,000

**Three available*

- Sponsor one hike weekend's post-hike happy hour for 150+ hikers and volunteers.
- Name within the event title listed as "Happy Hour presented by [Sponsor Name]"
- Logo inclusion on signage throughout ballroom and on tables during post-hike Happy Hour.

Sun Safety Sponsor | \$5,000

**One available*

- Sponsor the sun safety needs for the event, including sunscreen, ice, and pop-up shades.
- Opportunity to attend and support one or more training hikes with donated product.
- Opportunity to provide branded gift to hikers.

Aid Station Sponsor | \$3,000

**Nine available*

- Sponsor one of the designated aid stations for 100+ hikers.
- Name featured as "[Company Name] Aid Station" at trail location.
- Logo inclusion on eco-friendly signage at aid station location.



PARTNERSHIP COMMITMENT FORM

Please return completed form via email to gdasilva@sandiego.wish.org OR mail to:
Make-A-Wish San Diego
4995 Murphy Canyon Rd, Suite 402
San Diego, CA 92123

Partner Name: _____
Please print name exactly as you wish to be listed in our promotional materials.

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Commitment Level:

- Presenting Sponsor - \$37,500 (SOLD OUT)
- Transportation Sponsor - \$25,000
- Pasta Party Sponsor - \$10,000
- Sunday Celebration Sponsor - \$10,000
- Wilderness Safety Sponsor - \$10,000
- Happy Hour Sponsor - \$5,000
- Sun Safety Sponsor - \$5,000
- Aid Station Sponsor - \$3,000



Method of Payment (select one):

- Check Enclosed – *Please make payable to Make-A-Wish San Diego.*
- Send Invoice for Commitment – *Will be sent to contact above unless otherwise directed.*
- Credit Card – *Use fields below or call Make-A-Wish office to process.*

Name as it appears on card: _____

Card Number: _____

Expiration: ____/____ CVV: _____ Billing Zip Code: _____

I understand that April 1st is the print deadline for recognition and I will email my logo prior to that date.

Authorized Signature: _____ **Date:** _____

In exchange for this contribution level, you will not receive any goods or services and 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.

Proceeds benefit Make-A-Wish San Diego and the children we serve. TAX ID: 33-0039466