



Wishes BY THE BAY

BENEFITING

Make-A-Wish®
WISCONSIN

SPONSORSHIP OPPORTUNITIES

Thursday, May 15, 2025, 5:00 – 8:00pm
Bishops Bay Country Club, Middleton, WI



Transform Lives Through The Power Of A Wish

Because of a community of supporters like you, the unknown feels less scary for a child facing a critical illness and their family. A child's fight against a critical illness is not only physically exhausting – it feels scary. A spark of hope can change everything. This hope can only be found in a wish – and you have the power to create it!

When you help grant a wish, you restore hope for a child and improve their mental well-being. A wish provides much needed relief from the trauma and stress caused by a child's critical illness. In fact, 9 out of 10 wish kids reported that the wish experience relieved them from traumatic stress.* A wish is a turning point in a child's medical journey that opens the door to exciting possibilities. Research shows children who have a wish granted build the physical and emotional strength they need to fight a critical illness, giving them a higher quality of life and, thus, better health outcomes.

You have the ability to empower local kids battling critical illnesses to reclaim their childhood, and experience transformative joy through the power of a wish!

Since the founding of Make-A-Wish® Wisconsin in 1984, over 8,600 families have experienced the power of a wish across the state. This year, more than 450 children are waiting to have their life-affirming wishes granted. **We need your help!**

**Make-A-Wish 2022 Wish Impact Study*

Help Us Close The Gap

- Financial support for Make-A-Wish Wisconsin comes from a combination of individual, corporate and foundation donors.
- More than 450 children are waiting to receive a wish from Make-A-Wish Wisconsin.
- The average cost of a wish is \$7,794 in cash expenses plus \$3,310 in donated goods and services.
- We have seen a 21% increase in qualified wish referrals since implementing a dedicated medical outreach plan.
- More qualified referrals = a greater need for funds.

Did You Know?

99% OF MEDICAL PROVIDERS say a wish improves a child's – and their own – emotional well-being*

95% OF PARENTS surveyed say their child's wish brought their family closer together*

9 OUT OF 10 WISH KIDS shared that they felt more joyful, confident and hopeful for their future*

9 OUT OF 10 PARENTS surveyed believe the wish experience is a necessary part of a child's treatment journey*

**Make-A-Wish 2022 Wish Impact Study*



*I wish to go to
the Walt Disney
World® Resort*

Pharaoh, 6
cancer
Madison, WI



Experience the power of a wish at this inspiring reception on the shores on Lake Mendota, on **Thursday, May 15, 2025, from 5:00 – 8:00pm at Bishops Bay Country Club**, 3500 Bishops Bay Dr, Middleton, WI.

Wishes By The Bay features inspirational wish stories, food, beverages, entertainment, silent auction, raffle and an inspiring program featuring a local wish child. **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.**
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

Please join us to help create needed hope, while experiencing the magic of the Make-A-Wish® mission.

Co-Presenting \$10,000+

EXCLUSIVE SPONSORSHIP FOR TWO (2) NON-COMPETING COMPANIES

- ★ Naming rights of this elite, meaningful and important event! The name of the event will include your company name, "Wishes by the Bay presented by your business name."
- Sixteen (16) tickets for two (2) reserved tables with premium seating.
- ★ Company logo/name included as presenting sponsor in marketing material, event signage, website and guest e-blasts.
- ★ Exclusive signage in the stage area.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Opportunity for company representative to speak at the event.
- ★ Inclusion in publicity outreach to local media.
- ★ Recognition during program.
- ★ Plaque featuring unique artwork from a Wisconsin child.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ Special gift for each table guest.

Strength \$3,000+

LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in marketing material and event signage.
- ★ Recognition during the program.
- ★ Special gift for each table guest.

Joy \$1,500+

LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in event signage.

Hope \$5,000+

LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in marketing material, event signage, website and guest e-blasts.
- ★ 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 during program.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 18,000 fans.
- ★ Special gift for each table guest.

Magic \$500+

LEVEL SPONSORSHIP

- Four (4) general admission tickets.
- ★ Company name included in event signage.

*Wish Impact Study, 2022



We believe a single wish can transform a child's life.

With more than 500 wishes pending your sponsorship is crucial to our vision of granting the wish of every medically eligible local child. Will you help us give more children the confidence, strength and hope that comes with a wish?

SPONSORSHIP TYPE

- Co-Presenting** \$10,000+ (\$9,600 is tax-deductible)
- Hope** \$5,000+ (\$4,800 is tax-deductible)
- Strength** \$3,000+ (\$2,800 is tax-deductible)
- Joy** \$1,500+ (\$1,300 is tax-deductible)
- Magic** \$500+ (\$400 is tax-deductible)
- Ticket** \$100 (\$75 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,
1818 Parmenter St, Suite 310, Middleton, Wisconsin 53562.

For more information, please contact: Carol McChesney Johnson,
Madison Regional Director at cjohnson@wisconsin.wish.org or 608.218.0074

DEADLINES

**To be included in all applicable Wishes by the Bay promotional material please, send a high-resolution version of your company's logo by April 10, 2025.*

Auction Support

A wish has the power to unite friends, neighbors and entire communities through life-changing experiences. By donating an item or experience for our auction, you can help deliver essential hope, strength & transformational joy to a local child battling a critical illness!

IDEAS FOR GOODS & SERVICES

Gift certificates; vacation packages; food or beverage packages; themed gift baskets; sports & event tickets; autographed items; landscaping; spa services; special dining or tasting experiences; electronics; etc.

AUCTION ITEM DONOR INFORMATION

Name: _____ Title: _____

Company Name (if applicable): _____

Address: Home Business _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: Cell Business _____

SUGGESTED RETAIL VALUE (determined by donor)

\$ _____.

DONATION PICK-UP/DELIVERY

Item sent with this form

Donation will be delivered to the Make-A-Wish office:

200 E. Washington St., Suite 2F, Appleton, WI 54911

Please pick up my donation

Contact Name: _____

Contact Phone: _____

Pick-up Date/Time: _____

Pick-up Location: _____

DONATION TYPE

Product

Service

Cash or Gift Card

Certificate Enclosed

Certificate prepared by Make-A-Wish

Please mail completed form to: Make-A-Wish Wisconsin,
1818 Parmenter St, Suite 310, Middleton, Wisconsin 53562.

For more information, please contact: Carol McChesney Johnson,
Madison Regional Director at cjohnson@wisconsin.wish.org or 608.218.0074.

DEADLINE

Due to the timeline of our auction service, any item received AFTER April 10, 2025 may need to be held for use at a different event.

Meet Wish Kid Josie

Josie is a 16-year-old from Mayville who is living with a blood disorder which has brought a lot of challenges to her life. But Josie doesn't let anything keep her down.

She is very outgoing and likes to be active. She enjoys softball, card games and playing with her two pups. Josie also enjoys downtime, where she can sit back, relax and enjoy a sunset.

When she learned that she was going to have a wish granted, Josie desired to travel and see a coastal sunset. Hawaii was the perfect match.

On her wish trip Josie saw whales and sea turtles and experienced swimming and snorkeling in the ocean. As well, Josie decided to make the trek to the summit of Diamond Head crater in Oahu to see the stunning coastal views of Waikiki Beach.

Since her wish, Josie graduated high school and is now in school for nursing so she can care for others in the kind and compassionate way that she was cared for.

Please join us as a cherished sponsor of Wishes By The Bay to help reach our important goal of granting a life-changing wish for every local child battling a critical illness.

Currently, there are more than 450 life-affirming wishes pending (our largest number ever), which means there are hundreds of kids like Josie who are anxiously counting the days until their heartfelt wish is granted. We need your support now, more than ever!



I wish to go to Hawaii

Josie, 16
blood disorder
Mayville, WI



“This wish gave my child hope during some very tough times.

*After being isolated for so long, knowing she had her wish to look forward to was **instrumental** in Josie’s recovery and brightened her days.*

This wish also helped her realize how far she has come and that she was on the path to recovery.”

– Josie’s Mom