

# Wish Night<sup>®</sup>

BENEFITING MAKE-A-WISH<sup>®</sup> WISCONSIN



In 1994, Les Weil and Jodi Peck put forth extraordinary effort to create Make-A-Wish<sup>®</sup> Wisconsin's first-ever gala. The event was founded in memory of their daughter Kelly Weil, who had recently passed away after a long battle with bone cancer. Now 32 years later, Wish Night has grown into an annual highlight of the fundraising calendar. **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.*

**EVENT AUDIENCE:** Wish Night consistently attracts top businesses, leaders and executives to our mission and event. Many participants are C-suite executives, celebrities, influencers, and philanthropists all with a wide scope of influence and are decision makers in the community.

## WHEN

Thursday, April 10, 2025  
5:00 p.m. to 9:00 p.m.

## WHERE

The Pfister Hotel  
424 E Wisconsin Ave  
Milwaukee, WI 53202

## Presenting \$40,000+ LEVEL SPONSORSHIP

- Twenty (20) tickets for two tables with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of four (4) children. Includes four (4) brass stars engraved with wish child's name and wish story. **Includes opportunity to participate in a child's wish day.**
- ★ Opportunity for company representative to speak at the event - live or pre-recorded.
- ★ Company name listed in press releases.
- ★ Recognition of sponsorship during event.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Recognition on Facebook, followed by more than 18,000 fans.

## Platinum \$25,000+ LEVEL SPONSORSHIP

- Twenty (20) tickets for two tables with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of three (3) children. Includes three (3) brass stars engraved with wish child's name and wish story.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Recognition on Facebook, followed by more than 18,000 fans.

## Gold \$20,000+ LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 40,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Recognition on Facebook, followed by more than 18,000 fans.

## Silver \$15,000+ LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.
- ★ Exclusive placement of company logo at the wish family lounge, tasting station, coat check OR wine pull bags and boxes.

## Bronze \$10,000+ LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Company logo included on Make-A-Wish Wisconsin website and event site.

\*Wish Impact Study, 2022

\*\*All levels include right to use Make-A-Wish<sup>®</sup> Wisconsin proud partner logo for one-year term.

# Wish Night®

A wish is a powerful thing. But it isn't a fleeting moment. A wish is a journey full of impactful, empowering experiences. **When you support wishes, you make an investment in a child's future**, for their hope, strength and joy.



## SPONSORSHIP TYPE

- Title** \$40,000+ (\$37,100 is tax-deductible)
- Platinum** \$25,000+ (\$22,100 is tax-deductible)
- Gold** \$20,000+ (\$18,550 is tax-deductible)
- Silver** \$15,000+ (\$13,550 is tax-deductible)
- Bronze** \$10,000+ (\$8,550 is tax-deductible)
- \*Early Bird Table (10 guests)** \$6,000+ (\$4,550 is tax-deductible)
- Table (10 guests)** \$8,000+ (\$6,550 is tax-deductible)
- \*Early Bird Ticket** \$600+ (\$455 is tax-deductible)
- Ticket** \$800+ (\$655 is tax-deductible)
- I cannot attend, but would like to make a tax-deductible donation of: \$\_\_\_\_\_.

Consider sharing your business objectives with us to create a unique sponsorship package benefiting both our organizations.

**\*Early Bird Tables and Tickets available until December 2, 2024.**

## 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, 11020 W. Plank Court, Suite 200,  
Wauwatosa, WI 53226, by February 7, 2024.

For more information, please contact: Kelsey Rice, Corporate & Events  
Manager at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org) or 414.763.8357.

## DEADLINES

*\*To be included in all applicable Wish Night promotional material please, send a high-resolution, vector EPS version of your company's logo by February 7, 2024.*