



Corporate Sponsorship Opportunities





Dear Friend,

At Make-A-Wish Hudson Valley, our mission thrives on the power of partnerships. Every wish we grant is made possible through the generosity and collaboration of dedicated individuals and organizations like yours. Together, we don't just fulfill wishes - we create transformative moments that bring communities together and inspire hope.

We are excited to present our Corporate Sponsorship Opportunities for 2025, offering limitless possibilities. Just as every wish we grant is unique, we recognize that every organization has its own vision and goals. That's why this selection of opportunities is designed to be flexible and customizable—a starting point to dream up the perfect partnership package together. By working hand in hand, we can create a unique plan that aligns with your goals and helps bring even more life-changing wishes to children in our community.

Every 20 minutes, a child in the U.S. is diagnosed with a critical illness. Right now, over **180 children in the Hudson Valley are waiting** for their wishes to come true. **We need your help to ensure every eligible child receives the life-changing wish they deserve.** Wishes provide children and their families with renewed strength and hope during their most challenging times, and your support can make these transformative experiences possible.

Partnering with Make-A-Wish means aligning with the mission of the "#1 Most-Loved/Most-Trusted Nonprofit Operating Locally Across 50 States". A partnership with us not only supports a mission that changes lives but also offers endless opportunities to collaborate - whether through marquee events like our Wish Ball and Walk for Wishes or unique cause marketing and employee engagement campaigns. Your involvement provides more than visibility; it builds connections, strengthens relationships, and demonstrates leadership in corporate social responsibility. Together, we'll turn wishes into reality while making a lasting impact in our community.

Thank you for considering joining us in this important work. Your support makes joy, hope, and resilience possible for the children and families we serve.

With heartfelt gratitude,

Kustm Butor

Kristine Burton
President & CEO

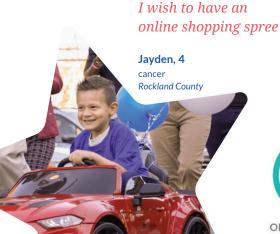
Feeling ****

Better & Getting Better.

A wish isn't just nice. It's necessary.

We believe, and wish families regularly share with us, that the effect of having a wish granted is the most impactful and transformative experience of their lives. Wish kids and their families feel like a normal family again, and the hope and strength a wish child gains through a wish experience can be as powerful as any medicine their doctor may prescribe.





IMPACT

97%

OF ADULT FORMER WISH KIDS REPORT IMPROVED MENTAL & EMOTIONAL HEALTH AS A RESULT OF THEIR WISH EXPERIENCE.

89%

OF SURVEYED NURSES, DOCTORS, SOCIAL WORKERS & CHILD LIFE SPECIALISTS BELIEVE WISHES CAN POSITIVELY INFLUENCE PHYSICAL HEALTH. 81%

OF PARENTS
OBSERVED INCREASED
WILLINGNESS BY THEIR
WISH KIDS TO COMPLY
WITH TREATMENT
PROTOCOLS.

98%

OF WISH PARENTS
FEEL THE WISH
EXPERIENCE GIVES
THEM THE UNIQUE
OPPORTUNITY TO BE
A "NORMAL" FAMILY
AGAIN.

POWER of the Make-A-Wish® Brand

2%

Rated in the top 2 percent of all commerical American brands for quality

2012 Harris/EquiTrend® study, U.S.

5%

Rated in the top 5 percent of all commercial American brands for its emotional connection to consumers ONE OF THE **5**BEST

One of the 5 Best Charities for Kids

2011 Good Housekeeping

#1
Most Trusted Nonprofit
Operating Locally
Across 50 States

MAKE-A-WISH®

MORNING CONSULT®
2023



2012 Harris/EquiTrend® study, U.S.

2025 CALENDAR OF EVENTS





AprilWorld Wish Month



April 4
Wish Ball
Westchester Country Club
Rye, NY



October 5

Walk for Wishes
Kingsland Point Park
Sleepy Hollow, NY



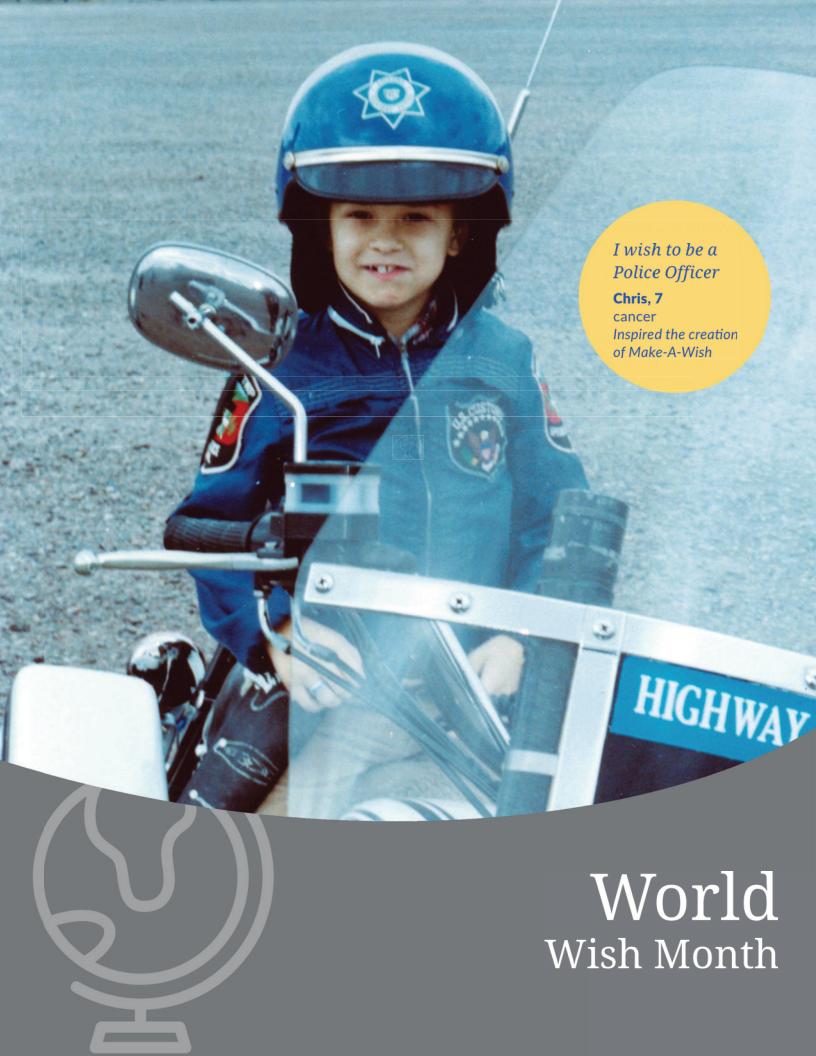
Our Mission

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

Our Local History

Since 1986, Make-A-Wish Hudson Valley has granted the wishes of more than 3,300 children with critical illnesses in the Hudson Valley region.

Serving the eight counties of Delaware, Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester, the Chapter's mission is to ensure that every child residing in the Hudson Valley who qualifies for Make-A-Wish services is granted his or her fondest wish.



You can support World Wish Month® this April





Every April 29th we commemorate our origin and humble beginnings on what we know as World Wish Day, but our mission deserves more than just a day. **World Wish Month** will be the time each year when we align with the local community - businesses and chapter supporters - and invite them to join our mission.

Our World Wish Month campaign will be "WishMakers Wanted" – a nod to our founders, the original WishMakers, and a rallying cry for others to join our mission. Because of WishMakers we have granted over 3,300 wishes to children locally to date. But we need more to ensure that every eligible child receives their wish.





He was only seven years, 269 days old when he died. But he taught me about being a man, even though he was only a boy. And because of meeting him, I'm an entirely different man.

Tommy Austin
Make-A-Wish co-founder



What is a **WishMaker**?





Wish Ball
Opportunities



Join us for an enchanted evening and experience the power of a wish first-hand at our **Wish Ball on Friday**, **April 4**, **2025**. Enjoy interactive experiences, live and silent auctions and more at the legendary - **Westchester Country Club**.

As a Wish Ball Sponsor, we will spotlight your brand through a variety of sponsorship benefits, and your company will help to shine a beacon of hope for wish children in the Hudson Valley waiting for their wishes to be granted.

In 2024, over **300** attendees participated in our gala, and together, they raised more than \$400,000 - that is the equivalent of about 40 wishes at the average cash cost of **\$10,000**.

The Wish Ball is a unique opportunity to connect individuals and companies to the Make-A-Wish mission. Our team takes great care to ensure that the event is focused on the mission and guests leave with a better sense of the impact the Make-A-Wish can have in the lives of children with critical illnesses.

CELEBRATING



- Karin Strelec
 Volunteer Legacy Award
- PKF O'Connor Davies Community Partner Award
- DGC Capital Contracting & The Fulfilling A Dream Fund Chris Greicius Award

WHEN

Friday, April 4, 2025 6:00 PM to 11:00 PM









Wish Ball

Friday, April 4, 2025

Exclusive ***** Sponsorship Opportunities







PRESENTING SPONSOR \$50,000 1 AVAILABLE

- Featured as Presenting Sponsor on all print and digital event materials including website, social media and electronic communications
- Exclusive email and social post to announce support as Presenting Sponsor
- Company name included in press releases
- Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on Step & Repeat Banner
- Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on name badges for event volunteers
- Logo on video screens throughout the evening
- Special recognition during program, including opportunity for brief remarks
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Twenty four (24) tickets for two (2) tables of 12 with premium seating



STRENGTH SPONSOR \$15,000

- Logo included on all print and digital event materials including website, social media and electronic communications
- Exclusive placement of logo on digital auction bidding platform
- Exclusive placement of logo on auction display signage
- Special recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Ten (10) tickets for one (1) table with premium seating



HOPE SPONSOR \$25,000

- Logo included on all print and digital event materials including website, social media and electronic communications
- Exclusive placement of logo at registration and on bar signage
- Exclusive placement of logo alongside Make-A-Wish Hudson Valley logo on cocktail napkins
- · Logo on video screens during cocktail reception
- Special recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Twelve (12) tickets for one (1) table with premium seating





JOY SPONSOR \$12,000 2 AVAILABLE

- Logo included on all print and digital event materials including website, social media and electronic communications
- Exclusive placement of logo on dessert display signage
- Special recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Ten (10) tickets for one (1) table with premium seating

Wish Ball

Friday, April 4, 2025



CONSTELLATION \$10,000

- Logo included on all digital event materials including website, social media and electronic communications
- Recognition during program
- Premiere Full Screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- Ten (10) tickets for one (1) table with preferred seating

SHOOTING STAR \$5,000

- Logo included on event website
- Company name included in social media and event electronic communications
- Recognition during program
- Full screen digital journal ad displayed at event and on event website
- Preferred seating for four (4) guests

NORTH STAR \$7,500

- Logo included on all digital event materials including website, social media and electronic communications
- Recognition during program
- Full screen digital journal ad displayed at event and on event website
- Preferred seating for six (6) guests

COMET \$2,500

- Logo included on event website
- Company name included in social media and event electronic communications
- · Recognition during program
- Half screen digital journal ad displayed at event and on event website
- Preferred seating for two (2) guests

Table & Tickets 🗯



TABLE \$5,000

· seating for ten (10) guests



INDIVIDUAL TICKET \$500

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WISH TICKET \$500

 sponsor a wish child or family to share in our special evening





Journal Ad Opportunities 🖈



PREMIERE FULL SCREEN AD \$2,500

- Full screen digital journal ad placed in high frequency rotation for maximum exposure, displayed at event and on event website
- 1920x1080 JPG or PNG format 600DPI/PPI or greater

FULL SCREEN AD \$1,000

- Full screen digital journal ad displayed at event and event website
- 1920x1080 JPG or PNG format 600DPI/PPI or greater

HALF SCREEN AD \$500

- Half screen digital journal ad displayed at event and event website
- 960x1080 JPG or PNG format 600DPI/PPI or greater

SUPPORTER LISTING \$250

• Name listing in digital journal displayed at event and event website





Walk for Wishes is a magical, family-friendly fundraiser that brings together wish families, volunteers, companies, donors, and friends to raise critical funds for local children battling life-threatening illnesses.

Taking place in the iconic Halloween haven of Sleepy Hollow, Walk for Wishes is more than just a walk—it's an unforgettable day of fun and community spirit. Participants will enjoy a scenic stroll along the beautifully updated River Walk on the Hudson River, featuring activation stops with photo-worthy moments, festive Halloween activities including our legendary glass pumpkin patch, live entertainment, food trucks, and more.

In 2024, over **700** enthusiastic walkers, strollers, and rollers joined us to support the families we serve. Powered by sponsorships and peer-to-peer fundraising, Walk for Wishes is not only a chance to change lives—it's an opportunity for your company to shine. Sponsoring this event showcases your commitment to your employees, their families, and the broader community, while making a lasting impact on the lives of children who need it most.

WHEN

Sunday, October 5, 2025 8:30 AM to 2 PM

WHERE

Kingsland Point Park 299 Palmer Avenue Tarrytown, NY 10591







October 5, 2025

Exclusive ****

Sponsorship Opportunities

PRESENTING SPONSOR \$20,000 LIMITED TO 1

- Exclusive recognition as Presenting Sponsor on all print and digital materials, including website, social media, and email communications (20K+ distribution).
- Press release announcing company as Presenting Sponsor.
- Complimentary registration for 30 participants.
- Dedicated corporate team administrative support.
- 10x20 team tent with company banner prominently displayed (banner provided by sponsor).
- Logo featured on:
 - **>** Stage banner
- Event T-shirts
- 5 route signs
- Exclusive placement with Make-A-Wish logo on Step & Repeat.
- Opportunity for a company representative to speak during opening ceremonies.
- Opportunity to include branded materials in 1,000 participant goodie bags.
- Opportunity to host booth in prime location for engaging attendees and distributing giveaways.
- Opportunity to name a wish in your company's honor.
- Invitation to a future Wish Reveal event.





October 5, 2025

Exclusive Sponsorship Opportunities



LEGEND OF THE HUDSON \$10,000 2 AVAILABLE

- Recognition as event sponsor in all digital materials, including website, social media, and email communications (20K+ distribution).
- Complimentary registration for 20 participants.
- Dedicated corporate team administrative support.
- 10x10 team tent with company banner prominently displayed (banner provided by sponsor).
- Logo featured on:
 - Registration Banner.
 - Event T-shirts.
 - 4 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to include branded materials in 1,000 participant goodie bags.
- Opportunity to host booth in a prime location for engaging attendees and distributing giveaways.

HEADLESS HORSEMAN CHAMPION \$7,500 3 AVAILABLE

- Recognition as event sponsor in all digital materials, including website, social media, and email communications (20K+ distribution).
- Complimentary registration for 10 participants.
- Dedicated corporate team administrative support.
- Logo featured on:
- Kids Activity Tent Banner.
- ***** Event T-shirts.
- → 3 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to host booth for engaging attendees and distributing giveaways.



Sponsor benefits subject to timing of sponsor commitment and availability

In the unlikely occurrence that an event is cancelled or postponed the entire sponsorship amount would be refundable.





SLEEPY HOLLOW SPIRIT \$5,000

- Recognition as event sponsor in all digital materials, including website, social media, and email communications (20K+ distribution).
- Logo featured on:
- ★ 3 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to host booth for engaging attendees and distributing giveaways.

TRICK OR TREAT \$2,500

- Recognition as event sponsor on website and social media posts.
- Logo featured on:
 - **★**2 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to host booth for engaging attendees and distributing giveaways.

SPOOKTACULAR SUPPORTER \$1,000

- Recognition as event sponsor on website and social media posts.
- Booth to distribute promotional materials and giveaways.
- Logo featured on:
- ★ 1 route sign.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.

★ Sponsorship Deadline: August 29, 2025★

Sponsor benefits subject to timing of sponsor commitment and availability

In the unlikely occurrence that an event is cancelled or postponed the entire sponsorship amount would be refundable.





Adopt-A-Wish Opportunities



Adopt-A-Wish® **Opportunities**

Give The Gift of Joy

Every unforgettable wish we grant is funded by organizations and people just like you. These life-changing wishes replace fear with confidence, sadness with joy, and anxiety with hope.

The Adopt-A-Wish program provides a unique opportunity to make an immediate, direct and substantial impact on the life of a child. The financial investment provided by our donors and partners ensures that we have the funds available to grant the wishes of every eligible child.

> After making your gift to Make-A-Wish Hudson Valley, we will dedicate a specific wish to you, your organization, group or company. You will receive the child's wish story and photo to demonstrate how your generosity helped a wish come true.

Adopt-A-Wish donations start at \$10,000, which is based on the average cash cost of a wish in the Hudson Valley.

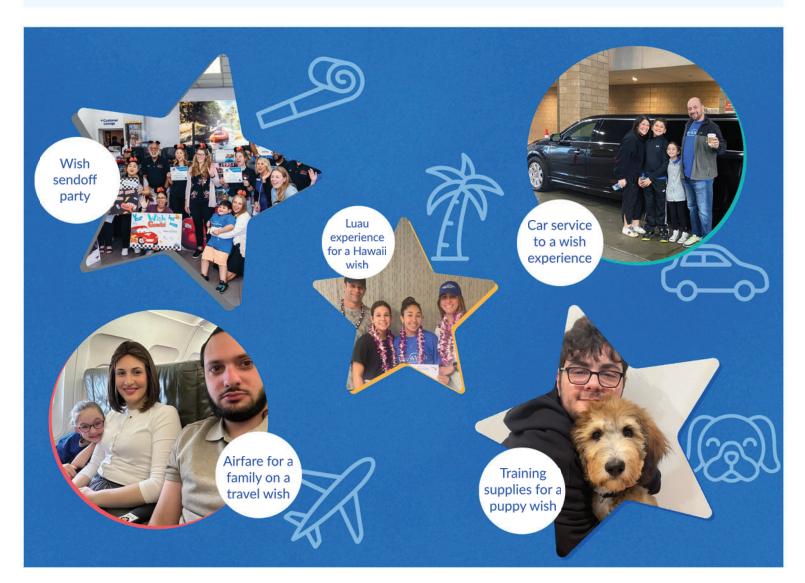
Behind every child's wish, there are special individuals, corporations, student organizations and foundations that make it possible. By adopting a wish, you provide much-needed funding that will be used to grant the wishes of children with critical illnesses while rallying a team of heroes in your community to make a positive

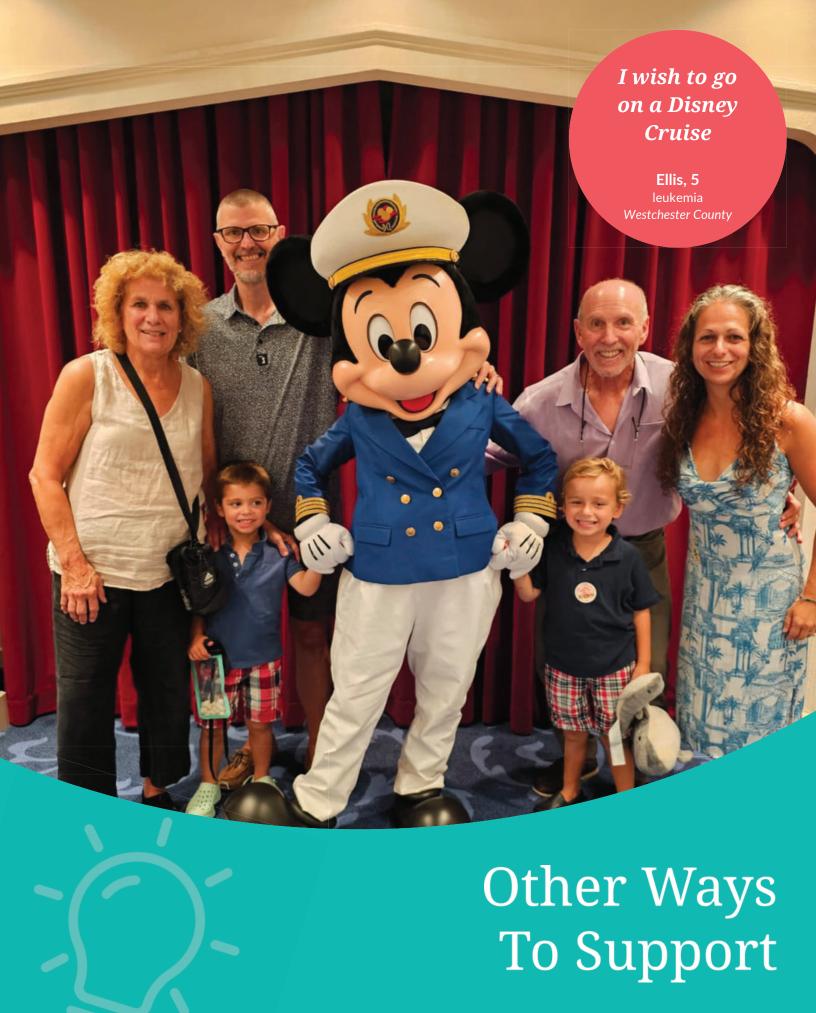
I wish to be a chef

Seven, 12 end-stage kidney disease **Westchester County**

When it comes to wishes, the magic is in the details. You can help make wishes come true by funding special touches and enhancements for different types of wishes.

	\$2,500	Airfare or a hotel stay for a family going on a travel wish
	\$1,000	Accessories for a room makeover or a luau experience for a Hawaii wish
a À	\$500	Car service to a wish experience or a dress for a sweet 16 wish
ran F	\$100	Training sessions for a puppy wish or accessories for a gaming computer wish
Market Market	\$250	A sendoff party or spending money for souvenirs for a travel wish









PROMOTIONS THAT GIVE BACK

Offer your customers the opportunity to help make wishes come true through point-of-sale donations, product promotions, and more.

The possibilities are endless!





WORKPLACE GIVING
Through workplace giving, your company can engage your employees to rally around an important cause: granting the wishes of local children with critical illnesses. Make it easy for your employees to give back through payroll deductions.



HOST AN EVENT

Organize a Golf Tournament, Host a Dress Down Day/Jeans for Wishes, Have Fun with a Company Carnival or Picnic. Events are a great way to engage your employees, customers and vendors!



Fall for Wishes

WORLD WISH DAY, APRIL 29

Celebrates the day that Chris Greicius' wish was granted in 1980 – sparking the creation of Make-A-Wish. This annual global celebration is an opportunity to raise awareness and funds online.

A wish forever transforms the lives of children, their families and entire communities.



MATCHING GIFTS

As a company, match your employees' personal donations to the campaign. Show your support and double the impact! 92% of Americans who are employed full/part time say they would be more committed to their employer if it supported Make-A-Wish.



USE WHAT YOU KNOW

How can you incorporate fundraising into what your company is already doing. Include a donation link on your invoices! Encourage your vendors and partners to get in on the fun, or include fundraising at your holiday party.



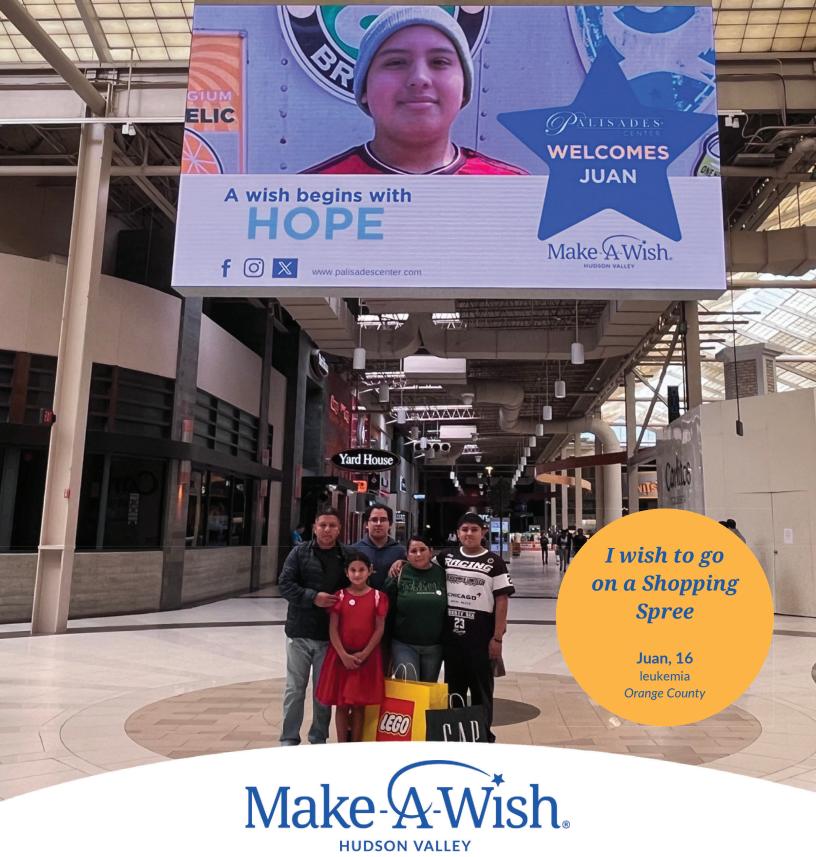
Renegades

Why A Wish?

98%

of medical providers said they have observed that the wish experience helps **relieve families from traumatic stress** related to their child's critical illness.

Source: Make-A-Wish 2022 Wish Impact Study including health professionals, wish families and wish alumni



The Wish House | 832 South Broadway, Tarrytown, NY 10591 | hudson.wish.org | 914.478.WISH (9474)

A copy of our most recently filed annual financial report is available from the website of the New York Attorney General's Charities Bureau at www.charitiesnys.com or upon request by contacting Make-A-Wish Hudson Valley at 832 South Broadway, Tarrytown, NY 10591. You can also obtain information on charitable organizations from the New York State Office of the Attorney General at 212-416-8686.