



*I wish to be
a chef*

Seven, 12
end-stage kidney disease
Westchester County

Make-A-Wish[®]
HUDSON VALLEY

2025
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,



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.



I wish to have an online shopping spree

Jayden, 4
cancer
Rockland County



THE IMPACT OF A WISH



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



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



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



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

The POWER of the Make-A-Wish® Brand



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

2012 Harris/EquiTrend® study, U.S.



Rated in the top 5 percent of all commercial American brands for its emotional connection to consumers

2012 Harris/EquiTrend® study, U.S.



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



ACCREDITED CHARITY

2025 CALENDAR OF EVENTS



*I wish to meet
the UNC Field
Hockey Team*

Kara, 14
leukemia
Orange County



April
World 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.



*I wish to be a
Police Officer*

Chris, 7
cancer
*Inspired the creation
of Make-A-Wish*



World
Wish Month

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**?

A **WishMaker**
is anyone who
takes action
for wish kids

Advocate	Tell Your Wish Story	Become a "Wish Granter"	Participate in a Wish Reveal	Lend Your Special Skills
Volunteer	Offer Language Translation Services	Buy Products and Services that Give Back	Have Your Employer Match Your Gift	Participate in a Local Walk
Participate in a Social Media Challenge	Become a Corporate Partner	Donate Goods or Services	Make a Cash Donation	Donate Airline Loyalty Miles or Hotel Points
Attend a Gala	Provide a Wish Boost	Participate in a Wish Sendoff	Round Up at Register	Start a Fundraiser



*Wish Kids
Seven, Sanjana
and Ross at the
2024 Wish Ball*



Wish Ball Opportunities



Wish Ball

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



WHERE



Westchester Country Club
99 Biltmore Avenue
Rye, NY 10580



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 2 AVAILABLE

- 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 2 AVAILABLE

- 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



Unlimited Sponsorship Opportunities

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

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

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

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

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



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



WALK FOR WISHES®

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





Make-A-Wish.

**WALK
FOR WISHES®**

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.





Make-A-Wish
**WALK
FOR WISHES®**

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.



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.

Unlimited Sponsorship Opportunities



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.





*I wish to meet the
Philadelphia
Eagles*

Jariel, 18
brain tumor
Rockland County



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 impact.













*I wish to be
a chef*

Seven, 12
end-stage kidney disease
Westchester County

Adopt-A-Wish®

Wish Funding Opportunities

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
 	\$500	Car service to a wish experience or a dress for a sweet 16 wish
 	\$100	Training sessions for a puppy wish or accessories for a gaming computer wish
 	\$250	A sendoff party or spending money for souvenirs for a travel wish



*I wish to go
on a Disney
Cruise*

Ellis, 5
leukemia
Westchester County



Other Ways
To Support

Other Ways To Support

ShopRite Supermarkets



Fortina Pizza



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!



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.



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.



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.



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!



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.

Fall for Wishes



Hudson Valley 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



GIUM
ELIC

PALISADES
CENTER

WELCOMES
JUAN

A wish begins with
HOPE

f i X www.palisadescenter.com

Make-A-Wish.
HUDSON VALLEY



*I wish to go
on a Shopping
Spree*

Juan, 16
leukemia
Orange County

Make-A-Wish®

HUDSON VALLEY

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.