



Walk For Wishes[®]

SIGNATURE EVENT + PETTING FARM

SPONSORSHIP OPPORTUNITIES

Saturday, August 23, 2025
McKee Farms Park, Fitchburg

Make-A-Wish[®]
WISCONSIN

Transform Lives Through The Power Of A Wish

Kids who are fighting critical illnesses experience extreme physical, mental & emotional challenges every day. Hospital stays, harsh treatments & scary surgeries are not only exhausting – they are traumatic. Your investment in our important mission gives these children a gift like no other. By helping to fund wishes, you create an immediate turning point in their medical journeys*. Suddenly, the joy of childhood that wish kids lose to their critical illnesses is within reach and they have better odds of overcoming their illnesses!

Your support is urgently needed for the more than 450 critically ill children who currently have life-affirming wishes pending. Throughout this year, courageous local kids will face scary surgeries and isolating treatments that will make family gatherings and celebrations less possible. The hope and joy of a wish is the most valuable gift you can give to these children, because it means you are giving them a better chance of surviving and thriving!

Since the founding of Make-A-Wish® Wisconsin in 1984, more than 8,600 families have experienced the power of a wish. Please join in the magic of making life-changing wishes come true for local kids and families, who are currently facing critical illnesses!

Help Us Close The Gap

- Make-A-Wish Wisconsin relies on financial support from caring individual, corporate and foundation donors.
- This year, more than 500 Wisconsin children will be diagnosed with a critical illness.
- 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 the wish experience relieved them from traumatic stress*

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

"Sam's favorite moment of the day was a special request where our family told the stage crew that Sam dreams of being a voice-over performer and would love to experience inviting someone to come on down! Close to the end of the taping, the crew brought Sam over to the announcer stand where George had Sam invite his mom to come on down from the audience. He was a natural. It was a magical day for everyone all around" – Javier, Samuel's dad



I wish to be a contestant on The Price is Right

Sam, 14
leukemia
Middleton, WI

Walk For Wishes®

MADISON • MCKEE FARMS PARK



Participants walk, run and use their wheelchairs to help make wishes come true for local children with critical illnesses at Walk For Wishes. This year's family friendly event features a petting zoo with interactive animals, princesses, Star Wars characters, mascots and more to create a memorable and unique fundraising experience. **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: Consisting of wish families, corporate teams and community teams, the participants of our Madison walk event depicts the depth and breadth of the scope of Make-A-Wish Wisconsin's supporters.

WHEN

Saturday, August 23, 2025
8:30 a.m. to 12:00 p.m.

WHERE

McKee Farms Park
2930 Chapel Valley Rd
Fitchburg, WI 53711

Title \$10,000+

LEVEL SPONSORSHIP

- ★ Company logo included as title sponsor in marketing material, event signage, website and event t-shirts.
- ★ Exclusive signage in the Stage area during opening/closing ceremony.
- ★ 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.
- ★ Table to promote your company on-site.
- ★ Company name listed in press releases.
- ★ Recognition during the program.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
- All registered participants in your team will receive an event t-shirt and free registration

Finish Line \$7,500+

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Exclusive signage at the Start/Finish line.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Table to promote your company on-site.
- ★ Recognition during the program.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
- All registered participants in your team will receive an event t-shirt and free registration

Joy \$5,000+

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Table to promote your company on-site.
- ★ Recognition during the program.
- ★ Recognition on Facebook, followed by more than 19,000 fans.
- All registered participants in your team will receive an event t-shirt and free registration

Strength \$3,500+

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Table to promote your company on-site.
- ★ Recognition during the program.
- All registered participants in your team will receive an event t-shirt and free registration

Hope \$2,000+

LEVEL SPONSORSHIP

- ★ Recognition in marketing material, event signage, website and event t-shirts.
- ★ Recognition during the program.
- All registered participants in your team will receive an event t-shirt and free registration

*Wish Impact Study, 2022

**Consider sharing your business objectives to create a sponsorship package benefiting both our organizations.

Walk For Wishes®

MADISON • MCKEE FARMS PARK

You have the unique opportunity to be the link between a child's current moment in time and a transformation that will last a lifetime. A wish replaces a child's fear with confidence, sadness with joy and anxiety with hope. With more than 450 wishes pending, your gift is crucial to our vision of granting a life-changing wish for every medically qualified child. Please join us to help transform a local child and family's life during their most difficult trials!



SPONSORSHIP TYPE

- Title** \$10,000+ (\$10,000 is tax-deductible)
- Finish Line** \$7,500+ (\$7,500 is tax-deductible)
- Joy** \$5,000+ (\$5,000 is tax-deductible)
- Strength** \$3,500+ (\$3,500 is tax-deductible)
- Hope** \$2,000+ (\$2,000 is tax-deductible)
- I would like to make a tax-deductible donation at a different giving level in the amount of: \$ _____.

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 608.841.1169

DEADLINES

**To be included in all applicable Walk For Wishes Madison promotional material, please send a high-resolution, vector EPS version of your company's logo by June 20, 2025.*

Meet wish kid Benjamin

Benjamin was diagnosed with acute lymphoblastic leukemia, requiring hospital stays, treatments, many doctor visits and a lot of medical setbacks. A 13-year-old from Madison, Benjamin never knew that out of the darkness could come so much hope through his wish come true.

He wished to go to the *Walt Disney World*® Resort, and thanks to the support of so many dedicated donors and supporters in the Madison area, his wish became a reality. He and his family enjoyed 6 full days exploring all of the parks and staying at Give Kids The World Village, a resort designed especially for kids with critical illnesses. They enjoyed every moment.

His family commented after his wish, “This wish provided us with a unique one-of-a kind experience. It was a blessing to travel together and experience all the wonderful things together as a family. My son wants to go back! He didn’t want to leave!”

Getting a ride in the limo was one of his favorite parts! As well as all the free food and awesome gifts he received at the Give Kids The World Village was another highlight. He had so much fun on all the rides he went on. We were truly spoiled!”

Please join us as a cherished sponsor of Walk for Wishes 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, which means there are hundreds of kids like Benjamin 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 the Walt Disney World® Resort

Benjamin, 13
leukemia
Madison, WI



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