

Walk For Wishes[®]

MILWAUKEE • SUMMERFEST SOUTH GATE



The first Walk For Wishes was held in Milwaukee in 1988. Since that time, the event has grown into the largest attended Make-A-Wish[®] Wisconsin signature fundraiser. Participants pledge to walk, run and use their wheelchairs to help make wishes come true. Last year this signature event raised more than \$210,000 to help grant the wishes of 45 children. **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 Milwaukee walk event depicts the depth and breadth of the scope of Make-A-Wish Wisconsin's supporters.

WHEN

Saturday, September 6, 2025
8:00 a.m. to 11:00 a.m.

WHERE

Summerfest Grounds South Gate
200 N Harbor Dr
Milwaukee, WI 53202

Presenting \$25,000+

LEVEL SPONSORSHIP

- ★ Company logo included as title sponsor in marketing material, event signage, website, and event t-shirts.
- ★ Your help in sponsoring the wish of three (3) children. Includes three (3) brass stars engraved with wish child's name and wish story.
- ★ Opportunity for company representative to speak at the event.
 - Team Rally Party with wish kid and Make-A-Wish staff.
- ★ 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.
- Customized Team t-shirts.

Joy \$20,000+

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Exclusive signage and sponsor recognition on choice of stage, marketplace, start/finish line arch, water station, pledge prize pickup, app or mile markers.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
 - Team Rally Party with wish kid and Make-A-Wish staff.
- ★ 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.
- Customized Team t-shirts.

Wish \$15,000+

LEVEL SPONSORSHIP

- ★ Company logo included in marketing material, event signage, website and event t-shirts.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
 - Team Rally Party with wish kid and Make-A-Wish staff.
- ★ 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.
- Customized Team t-shirts.

Strength \$10,000+

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.
 - Team Rally Party with wish kid and Make-A-Wish staff.
- ★ 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.
- Customized Team t-shirts.

Hope \$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.
 - Team Rally Party with wish kid and Make-A-Wish staff.
- ★ Recognition during the program.

*Wish Impact Study, 2022 **Consider sharing your business objectives to create a sponsorship package benefiting both our organizations.

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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

- Presenting** \$25,000+ (\$25,000 is tax-deductible)
- Joy** \$20,000+ (\$20,000 is tax-deductible)
- Wish** \$15,000+ (\$15,000 is tax-deductible)
- Strength** \$10,000+ (\$10,000 is tax-deductible)
- Hope** \$5,000+ (\$5,000 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, 11020 W. Plank Court, Suite 200, Wauwatosa, WI 53226 by July 3, 2025.

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

DEADLINES

**To be included in all applicable Walk For Wishes Milwaukee marketing material, please send a high-resolution, vector EPS version of your company's logo by July 3, 2025.*