



# Wishes in Bloom

**26th Annual Riverbend Gala**  
Saturday, April 26, 2025  
**Waterfront Convention Center**  
Bettendorf

**Every wish creates HOPE and transformational  
JOY for a child fighting a critical illness.**

**Join us April 26, 2025, at the Waterfront Convention Center in Bettendorf.**

Bring hope and joy to Iowa kids waiting for their wish.

Guests will enjoy dinner, live and silent auctions, plus wish stories  
that will touch your heart and inspire you.

Sponsorships are on sale now.

Please follow us on Facebook [@MakeAWish.Iowa](https://www.facebook.com/MakeAWish.Iowa) for all event updates.

Typical attendance: 550 guests

## **Event Impact: Transform Lives, One Wish at a Time**

The need for life-changing wishes in Iowa is at an all-time high.  
While we are granting a record number of wishes for Iowa kids fighting a critical illness,  
we are also receiving a record number of referrals for new wishes.

**This year we need to grant 250 or MORE wishes.** But this is not possible without your support.

We need your support to ensure that every eligible child receives this life-changing  
opportunity. Wishes are not just nice to have; they are a need to have, a necessary part  
of a child's medical treatment journey.

**Learn about the incredible true impact of a wish: [Wish.org/impact-study](https://www.wish.org/impact-study)  
Annual Report and Chapter Update: [Wishreportiowa.org/](https://www.wishreportiowa.org/)**

Join us and bring hope and joy to waiting wish kids, as we work together to create  
life-changing wishes for children with critical illnesses.






**[Wish.org/iowa](https://www.wish.org/iowa)**



Wish Kid Addison heart condition

**EVERY 20 MINUTES,**  
a family hears the  
devastating news that  
their child is diagnosed  
with a critical illness.  
**80%** of them  
will experience  
*traumatic stress.*

## The Impact of Make-A-Wish®

<p><b>Trauma Relief</b></p>  <p><b>9 out of 10 wish kids</b> reported that the wish experience relieved them from traumatic stress.</p>	<p><b>Emotional &amp; Mental Well-Being</b></p>  <p><b>9 out of 10 wish parents</b> saw their child's emotional well-being improve with a wish.</p>	<p><b>Turning Point</b></p>  <p><b>9 out of 10 medical providers</b> say a wish increased compliance with treatment.</p>	<p><b>Strength to Fight</b></p>  <p><b>8 out of 10 wish kids</b> reported that their wish gave them the strength to fight their critical illness.</p>	<p><b>Long-Term Impact</b></p>  <p><b>9 out of 10 medical providers</b> Observed that the wish experience has a positive impact on a child's physical well-being and overall quality of life.</p>
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2022 Wish Impact Results: [www.wish.org/impact-study](http://www.wish.org/impact-study)

Evan's Wish Video: <https://youtu.be/1A19YP07HA4>

Annual Report: <https://wishreportiowa.com/>

# Make-A-Wish<sup>®</sup>

IOWA

## TEAM UP WITH ONE OF THE MOST RECOGNIZED BRANDS IN THE COUNTRY

Make-A-Wish Iowa grants life changing wishes for Iowa children with critical illnesses. The Make-A-Wish brand resonates with consumers, and an alignment with Make-A-Wish can drive increased sales and customer loyalty for our sponsors.

### TOP 10%

Make-A-Wish ranks in the top 10 percent of all U.S. brands for quality, trust, social impact, shared values, and reputation.



78%

of consumers feel they are doing something positive for their community by purchasing from a company that supports Make-A-Wish.



71%

of consumers are more likely to choose a company that supports Make-A-Wish over other companies.



87%

of consumers will purchase a product because a company advocated for an issue they cared about.



92%

of employees agree they would be more committed to their employer if their employer was to support Make-A-Wish.

## WHICH PARTNERSHIP WORKS FOR YOU?

### SPONSORSHIP

Levels range from \$10,000 - \$500, allowing you to choose the sponsorship package that best fits your needs.



### AUCTION ITEM

The auction helps raise much needed funds for wishes. Experiences, products and services are all needed.



### IN-KIND DONATION

There are many in-kind possibilities: printing, auction items, advertising, music, décor and more!





### **PRESENTING SPONSOR: \$10,000**

- Name included on event invitation and event promotions, including event e-blasts and program
- Dedicated posts on Make-A-Wish Iowa Facebook page and LinkedIn
- LinkedIn Top Sponsor post and Facebook event post
- Opportunity to present the kickoff toast at the gala or provide a prerecorded video
- Logo with company website link featured on mobile bidding site
- Logo included in evening presentation
- Opportunity to include a message to attendees in thank you email
- Two front row tables of eight with signage
- Selfie stand wrap with company logo on the wrap and on photos sent to guests
- Complimentary bottle of Champagne for your tables

### **HOPE SPONSOR: \$7,500**

- Name included on event invitation and event promotions, including event e-blasts and program
- Logo with company website link featured on mobile bidding site
- Logo included in evening presentation
- One front row table of eight with signage
- Complimentary bottle of Champagne for your table

### **STRENGTH SPONSOR: \$5,000**

- Name included on event e-blasts and program
- Featured Facebook post on the gala event page
- Logo included in evening presentation
- Table of up to eight with signage
- Complimentary bottle of Champagne for your table

### **SIGNATURE DRINK SPONSOR: \$4,000 (LIMIT 1)**

- Create a custom drink and drink station with the Waterfront Convention Center to represent your brand at the gala
- Signage with logo near drink station, listed as Signature Drink Sponsor
- Table of up to eight with signage

### **JOY SPONSOR: \$2,500**

- Listed as a Joy Sponsor on a gala event page Facebook post
- Logo included in evening presentation and program
- Table of up to eight with signage

### **STAR SPONSOR: \$1,500**

- Name included in evening presentation and program
- Table of up to eight with signage

### **FUND A WISH SPONSOR: \$500-\$15,000**

- Choose your level from \$500-the total cost of a wish
- Highlighted during the live fun





### SPONSOR INFORMATION:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I cannot attend but would like to make a donation of \$\_\_\_\_\_ to help grant wishes.

### PAYMENT INFORMATION:

SPONSORSHIP LEVEL: \_\_\_\_\_

Check enclosed payable to: Make-A-Wish® Iowa  
Make-A-Wish® Iowa  
3009 100th St.  
Urbandale, IA 50322

Please invoice my company.

### WANT TO JOIN US?

Table for up to eight: \$780

Individual: \$100

Deadline to be included on the invite: Feb. 1

Deadline to be included in the program: March 21



[Wish.org/iowa](http://Wish.org/iowa)  
(800) 797-WISH

*Thank you for supporting our wish kids!  
The Make-A-Wish Foundation® of Iowa is exempt under section  
501(c) (3) of the Internal Revenue Code, making this gift tax-deductible.  
EIN: 42-1310530*

