



# WALK FOR WISHES.®

SPONSORSHIP OPPORTUNITIES  
2025

Make-A-Wish.  
GREATER BAY AREA



*I wish to  
have a horse*

**Nora, 13**  
cancer



## **TRANSFORM LIVES, ONE WISH AT A TIME**

At Make-A-Wish, we believe a single wish can transform a child's life. That's why we are on a mission to grant the wish of every child diagnosed with a critical illness. Life for these children can be scary, uncertain—even overwhelming. Then a wish comes along, giving them renewed energy and strength.

Since 1984, Make-A-Wish Greater Bay Area has granted more than 9,800 wishes in Northern California, contributing to the more than 375,000 wishes granted throughout the U.S. and its territories. We transform children into pop stars, authors, and veterinarians. We send them to Hawaii and help them meet their favorite celebrities. We give them computers, puppies, play structures, and bedroom makeovers.

**Every wish we grant at Make-A-Wish is as unique as the child.**



2025

## Walk for Wishes

Saturday, August 23

Vasona Park, Los Gatos

Join us for our Walk for Wishes! This family-friendly, peer-to-peer fundraising event will welcome our wish alumni and families, volunteers, donors, partners, and friends for a spirited walk around Vasona Park in Los Gatos.

Mark your calendars for this summer, lace up your walking shoes, and get ready to help us grant more life-changing wishes! Date or location doesn't work for you? New this year—we have a Walk in a Box option so you can host your own walk.

| <b>Walk for Wishes:<br/>Sponsorship Levels</b>  | <b>\$25,000<br/>Presenting<br/>SOLD OUT</b> | <b>\$10,000<br/>Wish</b> | <b>\$5,000<br/>Hope</b> | <b>\$2,500<br/>Star</b> |
|---|---|--------------------------|-------------------------|-------------------------|
| <b>Recognition Benefits</b>   |   |                          |                         |                         |
| Naming as presenting sponsor on all marketing materials (first right of refusal for 2026, industry exclusivity available) | ★   |                          |                         |                         |
| Promotional table with banner at event*   | ★   | ★                        |                         |                         |
| Acknowledgement on stage at event   | ★   | ★                        | ★                       | ★                       |
| Logo represented on start/finish line banner*   | ★   | ★                        |                         |                         |
| Logo/name on participant t-shirts   | Logo  | Logo                     | Name                    | Name                    |
| Representation on event website, email marketing, and signage at event*   | Logo  | Logo                     | Logo                    | Name                    |
| Acknowledgement on social media (Facebook, Instagram, LinkedIn)   | x3  | x2                       | x2                      | x1                      |
| Mention in post-event recap   | ★   | ★                        | ★                       | ★                       |
| <b>Hospitality Benefits</b>   |   |                          |                         |                         |
| Free registration/entry to event**  | 50 guests                                   | 25 guests                | 10 guests               | 5 guests                |

\*Collateral inclusion deadline: 7/1/25

\*\*All guests of sponsors will receive Walk for Wishes t-shirts.

## New This Year

### Fundraising sponsorships

All teams that raise more than \$2,500 before July 1, 2025, will receive benefits at the equivalent sponsor level. For example, if you raise between \$2,500 and \$4,999, you will be listed as a Star Sponsor on the Walk t-shirt and in marketing materials, acknowledged at the event and on social media, and you will receive t-shirts for five guests. If you raise \$5,000 to \$9,999, you will receive the same benefits as a Hope Sponsor, and if you raise \$10,000 or more, you will receive the same benefits as a Wish Sponsor.

### Walk in a Box

If you would like to participate in Walk for Wishes, but the date or location doesn't work for you, we can send you a Walk in the Box so you can host your own walk! Your box will contain t-shirts and some Make-A-Wish swag for your local event. To be eligible to receive a Walk in a Box, each participant on your team needs to raise \$100 each per t-shirt by July 1, 2025.



# Additional Sponsorship Opportunities

## Photo Station Sponsor

**\$15,000 – 1 available**

### Recognition benefits

- All recognition benefits of the \$10,000 Wish Sponsor level
- Logo on large-scale display for guests to take selfies in front of and share on social media

### Hospitality benefits

- Entry for 25 guests to event

## Snack Station Sponsor

**\$7,500 – 2 available**

### Recognition benefits

- All recognition benefits of the \$5,000 Hope Sponsor level
- Logo/name on banner at snacks/water station at event

### Hospitality benefits

- Entry for 10 guests to event

## Walk in a Box Sponsor

**\$2,500 – 1 available\***

### Recognition benefits


- All recognition benefits of the \$2,500 Star Sponsor level
- Logo/name on box sent to our supporters

### Hospitality benefits

- Entry for 5 guests to event



\*must commit by 7/1/25



# We would love to sponsor Make-A-Wish Greater Bay Area's Walk for Wishes at to the following tax-deductible level:

## Sponsorship Levels

- **SOLD OUT** Presenting Sponsor
- \$10,000 Wish Sponsor
- \$5,000 Hope Sponsor
- \$2,500 Star Sponsor



## Additional Sponsorships

- \$15,000 Photo Station Sponsor
- \$7,500 Snack Station Sponsor
- \$2,500 Walk in a Box Sponsor



Please invoice me

Check made payable to **Make-A-Wish Greater Bay Area** enclosed

Please charge my:    Visa    MC    AmEx

Name on card: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsor Name (*exactly* as it should be listed for recognition):  
\_\_\_\_\_

Please mail completed form to 1333 Broadway, Suite 200, Oakland, CA 94612 or email to Anne Muldoon at [amuldoon@sf.wish.org](mailto:amuldoon@sf.wish.org). **Thanks for your support!**



**Make-A-Wish<sup>®</sup>**  
GREATER BAY AREA

[WISH.ORG/GREATERBAY](http://WISH.ORG/GREATERBAY)



**GET IN TOUCH!**

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