



Make-A-Wish®  
CONNECTICUT



## COMMUNITY PARTNERSHIP GUIDE





# Introduction



## OUR MISSION

*Together, we create life-changing wishes for children with critical illnesses.*

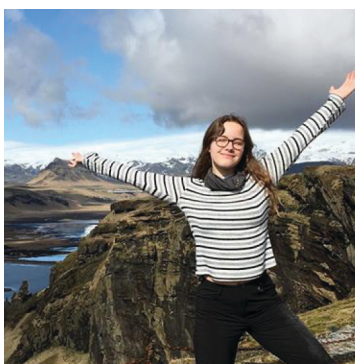
## MAKE-A-WISH AMERICA

In 1980, seven-year-old Christopher James Greicius wished to be a police officer for a day. Little did he know that his wish would create a movement that would transform millions of lives. Chris' wish inspired the eventual creation of Make-A-Wish. And since Chris' life-changing experience, Make-A-Wish has granted the wishes of hundreds of thousands of children battling critical illnesses all around the world. With each wish, comes renewed strength and encouragement for every child and family we serve. We believe that just as they have for the last few decades, wish experiences will continue to play a vital role in a child's treatment, serve as encouragement on a family's journey and provide a source of inspiration for millions of people.



## MAKE-A-WISH CONNECTICUT

Since 1986, Make-A-Wish Connecticut has been creating life-changing wishes for local children with critical illnesses. Over the years, more than 4,300 wishes have been granted, bringing hope and strength to countless members of our community.



# Brand Guidelines



## OUR NAME

In all event materials, our name must appear as:

**"Make-A-Wish® Connecticut"**

The registered trademark symbol should appear with Make-A-Wish® Connecticut when used in a headline or in the first instance in text.

Superscript the registered trademark symbol after Make-A-Wish, when possible.

The words "Make," "A," and "Wish" must all be capitalized and separated by hyphens. (Make-A-Wish)

## OUR LOGO

Once the paperwork has been approved, we will send you the Make-A-Wish® Connecticut logo.

The logo must never be used in the title of the event or within a sentence; Make-A-Wish® Connecticut should be typed. The logo must stand separately.

Any products you develop for your fundraiser which incorporate the Make-A-Wish® Connecticut logo (such as mugs or t-shirts) must be approved by our office.

## FONTS & COLOR

The organization's preferred fonts are Lato and Droid Serif. Arial or Georgia can be substituted, respectively.



**Make-A-Wish Blue**

**PMS 2935 C**

**C100 / M52 / Y0 / K0**

**HEX #0057B**

**R0 / G87 / B184**

## LANGUAGE

**Focus on the positive!** Please refrain from using terms that are contrary to our mission, such as "terminally ill", "dying", or "last wish" when referring to our wish children.

The appropriate expression is "children with critical illnesses." This is the accurate and complete description of the population we serve.

Our organization exists to serve these kids and their families and we are always careful to use language that is sensitive to them. Many of the children for whom we have fulfilled wishes have overcome or are on their way to overcoming their medical conditions. We believe in the importance of keeping a positive mindset.

## ADVERTISING

The Better Business Bureau Wise Giving Alliance has established standards as to how you must indicate your fundraiser is benefiting Make-A-Wish Connecticut.

State either:

*(\_)% of proceeds to benefit Make-A-Wish® Connecticut*

**OR**

*Benefiting Make-A-Wish® Connecticut*

## APPROVAL PROCESS

At the end of this packet, you will find the **Event Proposal** and **Terms and Conditions** pages. Please fill out pages 5 and 6 and submit it to Make-A-Wish® Connecticut to be reviewed for approval. Once your fundraiser is approved, you may then use the Make-A-Wish name.

You are not permitted to use the Make-A-Wish® name for any reason until you have received the approved copy of your External Event Proposal and Licensing Agreement.

Any information you distribute, publish or send out using any of the Make-A-Wish® Connecticut Marks, including advertisements, must be reviewed before it goes out.

Please send all print and digital materials as they will appear once distributed for review and approval.

This information can be faxed to 203.268.2168 or emailed to Kim Smith at [ksmith@ct.wish.org](mailto:ksmith@ct.wish.org).

Allow 48 business hours for approval.

# Promotional Support



To best promote your fundraising activity, and to continue to direct our resources to granting wishes, we will provide the following based on your fundraising commitment. We will make every effort to support your event to help surpass the levels below. We look forward to granting wishes together! **Community Partnership agreement must be signed to receive promotional support.**

## DONATION TIER    BENEFITS

<b>Up to \$999</b>	<ul style="list-style-type: none"><li>• Use of Foundation name and Marks</li><li>• Single use banner</li><li>• Media Kit*</li></ul>
<b>\$1000 - \$2,499</b>	<ul style="list-style-type: none"><li>• Additional Make-A-Wish Connecticut promotional materials (brochures, balloons, etc.)</li><li>• Listing in our monthly e-Newsletter</li><li>• All previous benefits included</li></ul>
<b>\$2,500 - \$4,999</b>	<ul style="list-style-type: none"><li>• Pre- or post-event social media post (images + suggestion caption provided by event host)</li><li>• Listing on website event calendar</li><li>• Official Thank You Certificate</li><li>• All previous benefits included</li></ul>
<b>\$5,000 - \$9,999</b>	<ul style="list-style-type: none"><li>• Make-A-Wish Representative at event**</li><li>• Marketing suggestions</li><li>• All previous benefits included</li></ul>
<b>\$10,000+</b>	<ul style="list-style-type: none"><li>• Wish child or family at event**</li><li>• Media support when available***</li><li>• Official Thank You Plaque</li><li>• All previous benefits included</li></ul>
<b>\$25,000+</b>	<ul style="list-style-type: none"><li>• Personal call from Make-A-Wish Connecticut CEO</li><li>• Targeted Facebook Ad</li><li>• Special thank you item</li><li>• All previous benefits included</li></ul>

\*Media Kit may include reference materials such as a general flyer, sample press release, media sources for outreach and post event recap template (subject to change based on availability).

\*\*Due to limited resources and availability, we will make every effort to provide a representative for a check presentation, speaking engagement, or event assistance if requested, but we cannot guarantee it.

\*\*\*At this level, we will make every effort to engage media (if requested) but coverage is not guaranteed.

**Please Note:** Make-A-Wish Connecticut must approve all uses of its name and logo in advance of its reproduction, printing or distribution. Please allow 48 hours for approval.

# Partnership Proposal



Make-A-Wish® Connecticut appreciates your interest in holding a fundraising event or promotion to help us create life-changing wishes for children with critical illnesses. Please fill out this proposal form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us.

If the proposal is approved, we will send you a fully signed copy, at which time your license to use the Make-A-Wish® Connecticut name and marks will become effective.

## CONTACT INFORMATION

Partnership Organizer/Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

## CAMPAIGN INFORMATION

Promotion/Event Name \_\_\_\_\_ Location \_\_\_\_\_

Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Describe the Promotion or Event:

What participation or resources, if any, do you request from Make-A-Wish Connecticut?

## BUDGET INFORMATION

Do you plan on publicizing the event?      Yes      No

All publicity must be approved by chapter before distribution.

Will admission fee be charged?      Yes      No      If so, how much? \_\_\_\_\_

What % or amount of the fee will Make-A-Wish Connecticut receive? \_\_\_\_\_

Will the event generate other types of revenue?      Yes      No

What % or amount of the revenue will Make-A-Wish Connecticut receive? \_\_\_\_\_

Anticipated total revenues \_\_\_\_\_ Anticipated total expenses \_\_\_\_\_

Anticipated total donation to Make-A-Wish Connecticut: \_\_\_\_\_



# Terms and Conditions



1. Organizer agrees to provide Make-A-Wish Connecticut with all of the agreed upon proceeds from the Event, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$500), in a form acceptable to Make-A-Wish, within thirty (30) days after the Event. Make-A-Wish may audit the Event revenues and expenses, if necessary.

2. Make-A-Wish Connecticut is a licensed chapter of Make-A-Wish America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish and the swirl-and-star logo (collectively, the “Marks”). If (and only if) this proposal is approved by Make-A-Wish, Organizer will be granted a non-exclusive license to use the Marks in connection with the Event, although only within the geographic territory served by our chapter.

3. The term of the license granted hereunder shall be from the date Make-A-Wish approves Organizer’s proposal until the conclusion of the Event; provided, however, that Make-A-Wish has the right to terminate the license if it determines, in its reasonable discretion that the Event is or will likely be injurious to the Marks.

4. Any use of the Marks is subject to the prior written approval of Make-A-Wish. Accordingly, Organizer agrees to submit to Make-A-Wish for approval – prior to the production, distribution, broadcast or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions Make-A-Wish or contains the Marks.

5. Organizer understands and agrees that the Marks: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to Make-A-Wish’s mission (including phrases like “terminal illnesses,” “dying children,” “last wishes,” etc.). Organizer further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations from persons outside such territory, nor may it use Marks on the internet and/or in conjunction with any news wire services without Make-A-Wish’s prior written approval.

6. In accordance with standards adopted by the BBB Wise Giving Alliance, Organizer agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to Make-A-Wish: (a) that

Make-A-Wish is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit Make-A-Wish; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.

7. In order to avoid inadvertently jeopardizing existing relationships between Make-A-Wish and its donors, Organizer agrees to receive approval from Make-A-Wish before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.

8. Organizer represents to Make-A-Wish that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to Make-A-Wish whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold Make-A-Wish harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.

9. Nothing in this document shall be construed to authorize Organizer, or any of its employees or representatives, to act as an agent of Make-A-Wish. Thus, for example, Organizer may not open a bank account in Make-A-Wish’s name, nor may it endorse or attempt to negotiate any checks made payable to Make-A-Wish, all of which must be promptly forwarded to Make-A-Wish for processing.

Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by Make-A-Wish, as evidenced by the signature of an authorized Make-A-Wish Connecticut representative below.

## Proposed by Organizer:

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Signature

Date

## Approved by Make-A-Wish® Connecticut Staff:

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Signature

Date



Thank you for  
your support!

**FOLLOW US ON SOCIAL MEDIA**

FACEBOOK: @MakeAWishCT  
TWITTER: @MakeAWishCT  
INSTAGRAM: @MakeAWishCT



**Make-A-Wish**<sup>®</sup>  
CONNECTICUT

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Trumbull, CT 06611

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[ct.wish.org](http://ct.wish.org)