



wine & wishes

G A L A

imagination

10.11.2025 ~ PARK HYATT AVIARA ~ CARLSBAD

**2025 PARTNERSHIP
OPPORTUNITIES**

Make-A-Wish[®]
SAN DIEGO

TOGETHER,
WE TRANSFORM LIVES,
ONE WISH AT A TIME.



Make wishes come true.

ABOUT MAKE-A-WISH SAN DIEGO

- Founded in 1983, Make-A-Wish San Diego has granted over 5,400 wishes for kids dealing with critical illnesses.
- Our chapter serves San Diego and Imperial Counties and granted 207 wishes last year.
- Make-A-Wish San Diego also welcomes over 240 children each year who wish to visit San Diego.
- The average cost of a wish in our region is \$10,000.



PUTTING YOUR COMMITMENT TO WORK

Impact

the lives of local families
by improving children's
emotional and physical
well-being and giving them
joy, confidence, and hope
for the future.

Align

your company's brand
with the **#1 most trusted
nonprofit** operating locally
across all 50 states.

Boost

your business' exposure
with the opportunity to have
50,000+ impressions.

WE RELY ON THE GENEROSITY OF COMMUNITY PARTNERS.

Wishes are the work of an entire community—wish kids, parents, medical professionals, funders, in-kind donors, volunteers, and YOU!

Our vision is to grant the wish of every eligible child.

Elevate your brand.

Make-A-Wish San Diego's WINE & WISHES Gala is a premier fundraising event in Southern California and is supported and attended by over 400 individual and corporate partners.

You have the opportunity to help us raise the much-needed funds to reach every eligible child, while elevating your business through brand alignment with the most recognized and respected charity.

WHEN: Saturday, October 11, 5:00-11:00 p.m.

WHERE: Park Hyatt Aviara, Carlsbad, California

WHAT TO EXPECT: Black-tie gala, live entertainment, transformational local wish stories, wish family ambassadors, dinner with wine-pairing, and exciting silent and live auctions!



Boost your business

THROUGH A WINE & WISHES SPONSORSHIP

INCREASE BRAND AWARENESS



400

event attendees



346

volunteers throughout our region

GENERATE POSITIVE MEDIA EXPOSURE



50,000+

e-newsletter contacts



21,000+

social media followers



1,000+

print invitation list



As a national organization, Make-A-Wish America has been recognized as the #1 Most Trusted Nonprofit* (Operating Locally Across 50 States.) As the local chapter serving San Diego and Imperial Counties, we are proud to uphold this high standard of quality and excellence with which the Make-A-Wish name has become synonymous.

**based on 2024 Morning Consult data.*

TICKET PRICING & SPONSORSHIP OPPORTUNITIES

EARLY REGISTRATION VIP INCENTIVES:

For all sponsorships received by Friday, August 1st, sponsors will receive the following VIP benefits:

- One bottle of Veuve Clicquot champagne for your table
- Entry into an exclusive opportunity drawing to win a two-night stay at the Park Hyatt Aviara with breakfast for two

| BENEFITS | Presenting Sponsor \$50,000 | Hope is Essential Sponsor \$25,000 | Strength to Keep Fighting Sponsor \$15,000 | Wishing on a Star Sponsor \$10,000 | Table Sponsor \$5,000 |
|-------------------|--------------------------------|---------------------------------------|---|---------------------------------------|--------------------------|
| Fair Market Value | \$8,770 | \$3,500 | \$3,500 | \$3,500 | \$3,500 |

MARKETING RECOGNITION

| | | | | | |
|---|------------------------------|--------------------------------|--------------------------------|------|---------|
| Company logo on event Step and Repeat backdrop for guest photo opportunities and staging | ● | | | | |
| Opportunity to provide exclusive gift with company logo for all attendees (item to be mutually agreed upon and provided at sponsor's expense) | ● | | | | |
| Exclusive Gobo projection of company logo | ● | | | | |
| Company ad in printed event program | Full Page | Full Page | Half Page | | |
| Logo recognition in event signage and program | ● | ● | ● | ● | |
| Permission to use MAWSD name/ logo (subject to approval) | ● | ● | ● | ● | |
| Recognition on printed invitation | Logo | Logo | Logo | Logo | |
| Recognition in "Thanks to our Partners" Video | Logo + Dedicated Recognition | Logo + Highlighted Recognition | Logo + Highlighted Recognition | Logo | Listing |

EVENT GUEST BENEFITS

| | | | | | |
|---|-----------------------------------|----------------------------------|---------------|---------------|---------------|
| Reserved Seating | 2 tables of 10 (Prime Seating) | 1 table of 10 (Prime Seating) | 1 table of 10 | 1 table of 10 | 1 table of 10 |
| Option to address guests during event program (pre-recorded option available) | ● | | | | |
| Hotel accommodations on the night of the event | 1 room | | | | |

TICKET PRICING & SPONSORSHIP OPPORTUNITIES (cont'd)

| BENEFITS | Presenting Sponsor \$50,000 | Hope is Essential Sponsor \$25,000 | Strength to Keep Fighting Sponsor \$15,000 | Wishing on a Star Sponsor \$10,000 | Table Sponsor \$5,000 |
|---|--------------------------------|---------------------------------------|---|---------------------------------------|--------------------------|
| Fair Market Value | \$8,770 | \$3,500 | \$3,500 | \$3,500 | \$3,500 |
| WEB AND PRINT COLLATERAL | | | | | |
| Dedicated social media posts on multiple platforms highlighting partnership | ● | ● | | | |
| Event promotion with local magazines | ● | ● | | | |
| Annual inclusion on Corporate Partners section of chapter website | ● | ● | | | |
| Tagged in social media promotion of event (Facebook, Instagram, LinkedIn) | ● | ● | ● | | |
| Logo recognition in all event e-blasts: save the date, invitation, post-event thank you | ● | ● | ● | ● | |
| Logo recognition on event website | ● | ● | ● | ● | |
| MISSION INVOLVEMENT | | | | | |
| VIP invitation to enhance a local wish | ● | ● | ● | | |
| Invitation to Make-A-Wish Donor Appreciation Night (Winter 2025) | ● | ● | ● | ● | ● |

**Print deadlines apply.*

Payments must be made by September 1, 2025 to receive full sponsor benefits. Individual tickets available for \$750.

The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of money contributed over the fair market value of goods or services provided by Make-A-Wish San Diego, regardless of the payment source (check, cash, Donor Advised Fund, credit cards, securities). Goods or services include event tickets, tables, sponsorships, auction item values, and raffle tickets.

Reserve tickets & tables or sponsor the event: sandiego.wish.org/wine or call 619.279.5211

QUESTIONS? Contact Grace Da Silva, Special Events Manager, gasilva@sandiego.wish.org

Can't attend but would still like to support? Please consider
UNDERWRITING SPONSORSHIP OPPORTUNITIES

\$10,000 ~ Print Sponsor

- ½ page ad in the event program
- Logo recognition on invitation and bidder paddles
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event

\$5,000 ~ Valet Sponsor

- ¼ page ad in the event program
- Prominent display of logo at valet station
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event

\$10,000 ~ Photobooth Sponsor

- ½ page ad in the event program
- Prominent display of logo at photo booths
- Opportunity to provide branded props for use at photo booth
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event

\$2,500 ~ Wish Ambassador Sponsor
(2 available)

- Supports the attendance of wish family ambassadors
- Opportunity to provide a branded gift to all wish children in attendance (item to be mutually agreed upon and provided at sponsor's expense)
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event

\$5,000 ~ Dessert Sponsor

- ¼ page ad in the event program
- Sponsor name announced when dessert is served
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event

\$2,500 ~ Wine Wall Sponsor *(2 available)*

- Prominent display of logo at Wine Wall station
- Logo recognition on take home wine bags
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event

\$5,000 ~ Floral Sponsor

- ¼ page ad in the event program
- Logo recognition on each table
- Logo recognition in the following (deadlines apply):
 - Event program
 - Event e-blasts: save the date, invitation, post-event thank you
 - Event website
 - "Thanks to our Partners" video
 - Signage at event



SPONSORSHIP COMMITMENT FORM

**COMPANY OR
INDIVIDUAL NAME** _____

Please print name exactly as you wish to be listed in our promotional materials.

CONTACT NAME _____

ADDRESS _____

TELEPHONE _____

EMAIL _____

SPONSORSHIP LEVEL

☐

**PRESENTING
SPONSOR**
\$50,000

☐

**HOPE IS
ESSENTIAL**
\$25,000

☐

**STRENGTH TO
KEEP FIGHTING**
\$15,000

☐

**WISHING
ON A STAR**
\$10,000

☐

**TABLE
SPONSOR**
\$5,000

UNDERWRITING SPONSORSHIP

☐

**PRINT
SPONSOR**
\$10,000

☐

**PHOTOBOOTH
SPONSOR**
\$10,000

☐

**DESSERT
SPONSOR**
\$5,000

☐

**FLORAL
SPONSOR**
\$5,000

☐

**VALET
SPONSOR**
\$5,000

☐

**WISH AMBASSADOR
SPONSOR**
\$2,500

☐

**WINE WALL
SPONSOR**
\$2,500

PAYMENT METHOD

☐

ONLINE

☐

CHECK

☐

BY PHONE

☐

INVOICE

The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of money contributed over the fair market value of goods or services provided by Make-A-Wish San Diego, regardless of the payment source (check, cash, Donor Advised Fund, credit cards, securities). Goods or services include event tickets, tables, sponsorships, auction item values, and raffle tickets.

To purchase sponsorships online or for more event information, visit
sandiego.wish.org/wine

THANK YOU FOR SUPPORTING LIFE-CHANGING WISHES

