



WALK FOR WISHES®

SPONSORSHIP OPPORTUNITIES
2025

Make-A-Wish®
GREATER BAY AREA



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 Lake County 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 Lake County Park in Los Gatos, a facility of Santa Clara County Parks. Mark your calendars, 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 Your Way option so you can host your own walk.

Walk Your Way locations and timing

San Francisco Sports Basement | August 2nd | Registration at 9:30 a.m., walk at 10:30 a.m.

Walnut Creek Sports Basement | August 23rd | Registration at 9:30 a.m., walk at 10:30 a.m.

Santa Rosa Sports Basement | August 23rd | Registration at 9:30 a.m., walk at 10:30 a.m.

Location of your choosing! | Your choice of timing.

Walk for Wishes: Sponsorship Levels	\$25,000 Presenting SOLD OUT	\$10,000 Wish	\$5,000 Hope	\$2,500 Star
Recognition Benefits				
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	★	★	★	★
Hospitality Benefits				
Free registration/entry to event**	50 guests	25 guests	10 guests	5 guests

*Collateral inclusion deadline: 7/15/25

**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 15, 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 Your Way

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 Your Way bag so you can host your own walk or join one of our satellite walks. Your bag will contain t-shirts and some other items for your event! To be eligible to receive a Walk Your Way bag, each participant on your team needs to raise \$100 by July 15, 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 Your Way 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 7/15/25



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 Your Way Sponsor



We can customize
your package
for you!

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. **Thanks for your support!**



WISH.ORG/GREATERBAY

GET IN TOUCH!

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