

# FALL 2025 SPONSORSHIP OPPORTUNITIES



## Make-A-Wish® **TRAILBLAZE CHALLENGE®**

*Join a powerful movement. Your sponsorship brings strength, hope, and joy to local children with critical illnesses.*



FOOTHILLS  
TRAIL

[SCTRAILBLAZECHALLENGE.ORG](https://SCTRAILBLAZECHALLENGE.ORG)



# A Note from the Trailblaze Team

*I wish to be  
a ballerina*  
Adaleigh, 6  
congenital heart disease



## It's not a race, it's a journey.

At Make-A-Wish® South Carolina, we believe in the power of a wish. Every day, children across our state are diagnosed with critical illnesses — facing challenges far greater than most of us can imagine. In fiscal year 2025, we are aiming to grant a record-breaking 256 wishes, each one delivering life-changing moments of hope, joy, and strength to local children and their families. These wishes offer more than a temporary escape — **they are essential milestones in a child's journey of healing.**

Yet the need continues to grow. Right now, nearly 350 eligible children in South Carolina are still waiting for their wish. With the average cost of a single wish around \$7,500, we simply cannot keep pace without the support of generous partners. **That's where your company can make a life-changing impact.**

### Introducing the Trailblaze Challenge®:

A unique event where participants can engage directly with the mission of Make-A-Wish. On one transformative day, teams will trek through some of the most scenic trails in South Carolina, each step forward a stride toward making a child's wish come true.

### Why Partner with Trailblaze Challenge®?

1. **Impact:** Your support brings life-changing wishes to local children, giving them strength during their most difficult moments.
2. **Engagement:** Empower your team and strengthen morale by supporting a purpose-driven cause together.
3. **Visibility:** Align your brand with one of the nation's most trusted nonprofit organizations and show your community what you stand for.



When you sponsor the Trailblaze Challenge®, you're not just supporting Make-A-Wish—you're helping build a bridge between what's possible and what's extraordinary for children in need. **Together, we can deliver hope where it's needed most.**

**Join us. Help transform hope into reality. We look forward to welcoming you into our circle of champions for children's wishes.**

**Jody Wilbanks and Michelle Owens**  
Trailblaze Challenge® Coordinators





# EVENT OVERVIEW

*The Trailblaze Challenge® combines fun, fitness, and community in a powerful program that empowers participants and sponsors to help grant life-changing wishes for local children in South Carolina.*

## ▼ WHO

Open to hikers of all skill levels, ages 16 and older. Each hike is limited to 75 participants.

## ▼ WHAT

A one-day endurance hike on the Foothills Trail, showcasing South Carolina's natural beauty. Hikers train, fundraise, and hike to support Make-A-Wish® South Carolina's mission of granting wishes to children with critical illnesses.

## ▼ WHEN

Trailblaze Challenge® is more of a program than an event. Participants spend several months training, fundraising, and spreading awareness for the event culminating in a full weekend experience:

- Friday: Oct. 31 - Welcome + Pasta Party
- Saturday, Nov. 1 - Hike Day
- Sunday: Nov. 2 - Victory Breakfast & Celebration

## ▼ WHY

Nearly 350 kids in South Carolina are waiting for their wishes. Trailblaze is more than a hike—it's a call to action. Your support helps transform fear into hope, and illness into strength.

***One hike. One mission.***

***46+ wishes funded in Spring 2025 alone.***





# OUR ALIGNMENT

Make-A-Wish  
**TRAILBLAZE  
CHALLENGE®**

## AMPLIFY YOUR IMPACT WITH TRAILBLAZE CHALLENGE SPONSORSHIP

**Since 2015, Trailblaze Challenge has:**

- Celebrated 10 years
- Completed 21 seasons
- Hosted 45 hike weekends
- Welcomed over 2,000 participants
- Raised more than \$7 million for wishes

For 10 years, the Trailblaze Challenge® has united companies, communities, and individuals around a bold goal: to grant life-changing wishes for children with critical illnesses in South Carolina.

Trailblaze sponsorship goes beyond helping local children. It aligns your brand with one of the nation's most trusted nonprofits while showcasing your commitment to employee engagement, social responsibility, and meaningful community impact.

## IT MAKES GOOD SENSE

**Give Back:** Support wish families and contribute to societal improvement, creating a lasting positive impact.

**Enhance Reputation:** Boost your company's public image and stakeholder engagement by aligning with a respected charitable brand.

**Improve Culture:** Establish a clear social mission to increase employee satisfaction, reduce turnover, and boost productivity through enhanced employee engagement.

**Drive Sales:** Engage in social generosity and transparency to attract consumers who prioritize businesses with a positive social impact, helping to drive sales.

**Brand Exposure:** Gain visibility with over 350 prominent community guests and leaders, and reach more than 20k social media followers, amplifying your brand's presence and influence.



*I wish to be  
the best soccer  
player ever*

**Kamden, 7**  
respiratory disorder



# Sponsorship Opportunities

BENEFIT	1 Available				
	PRESENTING SPONSOR \$20,000	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Official Event Name: Company name/logo within event title and featured on all marketing and event collateral materials as “Presented by”	✓				
Mention in all media promoting the event, e.g., print, billboards, etc. *For billboard promotion, must be committed minimum of 8 weeks prior to recruitment	✓				
Opportunity to be involved during Hike Weekend, e.g., speak during pasta dinner, support aid station, etc.	✓				
Opportunity to kick off a training hike	✓				
Logo on all event and participant email sends	✓	✓	✓		
Logo on Hike Weekend start and finish banners	✓	✓			
Special message from wish kid to share both internally & externally	✓	✓			
Complimentary registration for one (1) employee to participate in program *individual must be committed by the end of recruitment period	✓	✓			
Wish involvement opportunity	opportunity to host	opportunity to host	invite to participate	invite to participate	
Social media posts across MAWSC platforms illustrating support of event & Make-A-Wish	x3	x2	x1		
Logo on hike weekend signage and collateral (including at group meals and presentations)	✓	✓			
Logo on participant t-shirt	✓	✓	✓	✓	
Opportunity to provide participant gift in event weekend welcome bag	✓	✓	✓	✓	✓
Sponsorship acknowledged on event website	Logo	Logo	Logo	Name	Name





*I wish to go on  
a family beach  
vacation*

**LuluBelle, 6**  
heart condition



**Make-A-Wish®**  
SOUTH CAROLINA

★ CELEBRATING 40 YEARS OF WISHES ★

# Wish Celebrations

## What is a Wish Celebration?

A wish celebration, sometimes called a send-off party or a wish reveal, is a way volunteers, donors or staff celebrate an upcoming wish with a wish kid. Wish kids learn exactly when their wish is coming true and receive any necessary details they need. Sometimes, a celebration is held as a homecoming party when the child returns from their wish.

## Why are Wish Celebrations Important?

Celebrations build excitement and anticipation for their life-changing experience or help emphasize that their wish wasn't just a moment in time - it's an experience that will last for years to come or a lifetime. Celebrations are also an opportunity for the community to come together. Wishes are not possible without community support. At a celebration, supporters can rejoice in the special experience together with the wish family.



# SPONSORSHIP COMMITMENT FORM



Ready to join us as a partner in hope? Yay! Just complete the below form and submit it to us via the instructions provided. We'll be in touch shortly to personally thank you for your gift and ask any follow-up questions. Thank you for leading our community with your generous sponsorship. You are giving a wish family the immeasurable power of hope.

## SPONSOR INFORMATION

Fall 2025 Hike

Name:

Company:

Address:

City:

State:

Zip:

Phone:

Email:

Sponsorship Level:     \$20,000     \$10,000     \$5,000     \$2,500     \$1,000

Hiker/Team to receive credit:

List company in all materials as:

Please provide your company logo (if applicable) in EPS and PNG formats: Email [aosborne@sc.wish.org](mailto:aosborne@sc.wish.org) with a subject line: TBC Sponsorship. Please include a copy of this form. **Sponsorship forms, payment and logos must be received by October 1, 2025.**

## METHOD OF PAYMENT

I have enclosed a check/cash.

Please contact me to process my credit card by phone.

I am paying my sponsorship donation online.

⚠ Be sure to click "participant" if you wish to apply your donation to a specific hiker's goal



[Scan or click here to donate online](#)

Signature:

## TWO WAYS TO CONFIRM

1. Mail your commitment form with payment to Make-A-Wish at:  
Make-A-Wish® South Carolina - 225 S. Pleasantburg Dr. Ste. C17, Greenville, SC 29607
2. Email your reply with attached completed form to [outdooradventures@sc.wish.org](mailto:outdooradventures@sc.wish.org) or  
Amanda Osborne - [aosborne@sc.wish.org](mailto:aosborne@sc.wish.org)



# *More than a hike.*

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

Make-A-Wish®

## **TRAILBLAZE CHALLENGE®**

[sctrailblazechallenge.org](http://sctrailblazechallenge.org)

**225 S. Pleasantburg Dr. Ste. C17  
Greenville SC 29607**

**Office: [864.250.0702](tel:864.250.0702) | Direct: [864.952.6347](tel:864.952.6347)**

[outdooradventures@sc.wish.org](mailto:outdooradventures@sc.wish.org)  
[aosborne@sc.wish.org](mailto:aosborne@sc.wish.org)