



*I wish to be  
a chef*

Seven, 12  
end-stage kidney disease  
Westchester County

**Make-A-Wish®**  
HUDSON VALLEY

**2025**  
Corporate  
Sponsorship  
Opportunities



Dear Friend,

At Make-A-Wish Hudson Valley, our mission thrives on the power of partnerships. Every wish we grant is made possible through the generosity and collaboration of dedicated individuals and organizations like yours. **Together, we don't just fulfill wishes - we create transformative moments that bring communities together and inspire hope.**

**We are excited to present our Corporate Sponsorship Opportunities for 2025, offering limitless possibilities.** Just as every wish we grant is unique, we recognize that every organization has its own vision and goals. That's why this selection of opportunities is designed to be flexible and customizable—a starting point to dream up the perfect partnership package together. By working hand in hand, we can create a unique plan that aligns with your goals and helps bring even more life-changing wishes to children in our community.

Every 20 minutes, a child in the U.S. is diagnosed with a critical illness. Right now, over **180 children in the Hudson Valley are waiting** for their wishes to come true. **We need your help to ensure every eligible child receives the life-changing wish they deserve.** Wishes provide children and their families with renewed strength and hope during their most challenging times, and your support can make these transformative experiences possible.

**Partnering with Make-A-Wish means aligning with the mission of the “#1 Most-Loved/Most-Trusted Nonprofit Operating Locally Across 50 States”.** A partnership with us not only supports a mission that changes lives but also offers endless opportunities to collaborate - whether through marquee events like our Wish Ball and Walk for Wishes or unique cause marketing and employee engagement campaigns. Your involvement provides more than visibility; it builds connections, strengthens relationships, and demonstrates leadership in corporate social responsibility. **Together, we'll turn wishes into reality while making a lasting impact in our community.**

Thank you for considering joining us in this important work. Your support makes joy, hope, and resilience possible for the children and families we serve.

With heartfelt gratitude,

Kristine Burton  
President & CEO





Feeling   
Better & Getting Better.

A wish isn't just nice. It's necessary.

We believe, and wish families regularly share with us, that the effect of having a wish granted is the most impactful and transformative experience of their lives. Wish kids and their families feel like a normal family again, and the hope and strength a wish child gains through a wish experience can be as powerful as any medicine their doctor may prescribe.



*I wish to have an  
online shopping spree*

Jayden, 4  
cancer  
Rockland County



## THE IMPACT OF A WISH

97%

OF ADULT FORMER  
WISH KIDS REPORT  
IMPROVED MENTAL &  
EMOTIONAL HEALTH  
AS A RESULT OF THEIR  
WISH EXPERIENCE.

89%

OF SURVEYED NURSES,  
DOCTORS, SOCIAL  
WORKERS & CHILD  
LIFE SPECIALISTS  
BELIEVE WISHES CAN  
POSITIVELY INFLUENCE  
PHYSICAL HEALTH.

81%

OF PARENTS  
OBSERVED INCREASED  
WILLINGNESS BY THEIR  
WISH KIDS TO COMPLY  
WITH TREATMENT  
PROTOCOLS.

98%

OF WISH PARENTS  
FEEL THE WISH  
EXPERIENCE GIVES  
THEM THE UNIQUE  
OPPORTUNITY TO BE  
A "NORMAL" FAMILY  
AGAIN.

## The POWER of the Make-A-Wish® Brand

TOP  
2%

Rated in the top 2 percent  
of all commercial American  
brands for quality

2012 Harris/EquiTrend® study, U.S.

TOP  
5%

Rated in the top 5 percent  
of all commercial American  
brands for its emotional  
connection to consumers

2012 Harris/EquiTrend® study, U.S.

ONE OF THE  
5  
BEST

One of the 5 Best  
Charities for Kids

2011 Good Housekeeping

#1

Most Trusted Nonprofit  
Operating Locally  
Across 50 States

MAKE-A-WISH®

MORNING CONSULT®  
2023



ACCREDITED  
CHARITY



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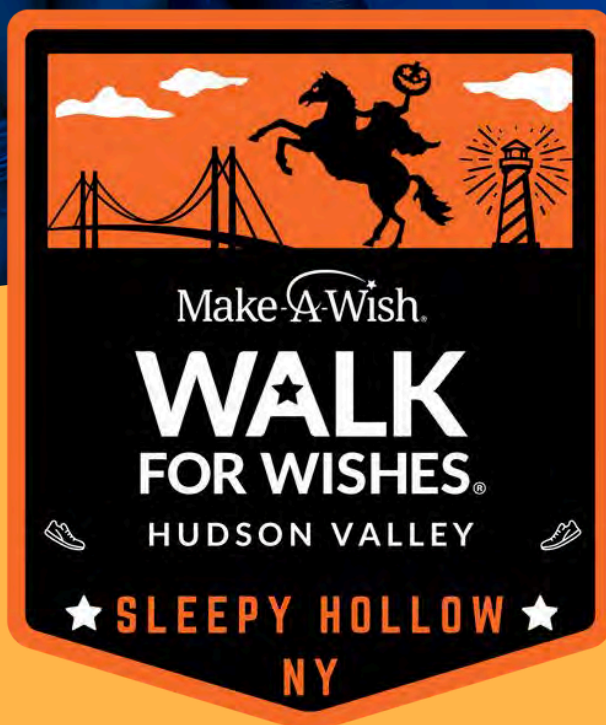
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*Wish Kids  
Olivia & Max  
with Spiderman  
at the 2024  
Walk for  
Wishes*

Make-A-Wish.  
HUDSON VALLEY







# WALK FOR WISHES®

**Walk for Wishes: A Sleepy Hollow Family Fun Fall Festival is a magical, fundraiser that brings together wish families, volunteers, companies, donors, and friends to raise critical funds for local children battling life-threatening illnesses.**

Taking place in the iconic Halloween haven of Sleepy Hollow, Walk for Wishes is more than just a walk—it's an unforgettable day of fun and community spirit. Participants will enjoy a scenic stroll along the beautifully updated River Walk on the Hudson River, featuring activation stops with photo-worthy moments, festive Halloween activities including our legendary glass pumpkin patch, live entertainment, food trucks, and more.

In 2024, over **700** enthusiastic walkers, strollers, and rollers joined us to support the families we serve. Powered by sponsorships and peer-to-peer fundraising, Walk for Wishes is not only a chance to change lives—it's an opportunity for your company to shine. Sponsoring this event showcases your commitment to your employees, their families, and the broader community, while making a lasting impact on the lives of children who need it most.

## WHEN

Sunday, October 5, 2025  
9:00 AM to 2 PM

## WHERE

**Kingsland Point Park**  
299 Palmer Avenue  
Tarrytown, NY 10591



#WalkForWishes



Make-A-Wish  
**WALK  
FOR WISHES®**

October 5, 2025

# Exclusive Sponsorship Opportunities

## **PRESENTING SPONSOR \$20,000 LIMITED TO 1**

- **Exclusive recognition** as Presenting Sponsor on all print and digital materials, including website, social media, and email communications (20K+ distribution).
- **Press release** announcing company as Presenting Sponsor.
- Complimentary **registration for 30** participants.
- Dedicated corporate **team administrative support**.
- **10x20 team tent** with company banner prominently displayed (*banner provided by sponsor*).
- **Logo featured on:**
  - ★ Stage banner
  - ★ Event T-shirts
  - ★ 5 route signs
  - ★ Exclusive placement with Make-A-Wish logo on Step & Repeat.
- **Opportunity for a company representative to speak** during opening ceremonies.
- **Opportunity to include branded materials** in 1,000 participant goodie bags.
- **Opportunity to host booth** in prime location for engaging attendees and distributing giveaways.
- **Opportunity to name a wish** in your company's honor.
- **Invitation** to a future Wish Reveal event.







Make-A-Wish®  
**WALK  
FOR WISHES®**  
October 5, 2025

# Exclusive Sponsorship Opportunities

## ★ **LEGEND OF THE HUDSON** **\$10,000 2 AVAILABLE**

- Recognition as event sponsor in all digital materials, including website, social media, and email communications (20K+ distribution).
- Complimentary registration for 20 participants.
- Dedicated corporate team administrative support.
- 10x10 team tent with company banner prominently displayed (banner provided by sponsor).
- Logo featured on:
  - ★ Registration Banner.
  - ★ Event T-shirts.
  - ★ 4 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to include branded materials in 1,000 participant goodie bags.
- Opportunity to host booth in a prime location for engaging attendees and distributing giveaways.



## ★ **HEADLESS HORSEMAN CHAMPION** **\$7,500 3 AVAILABLE**

- Recognition as event sponsor in all digital materials, including website, social media, and email communications (20K+ distribution).
- Complimentary registration for 10 participants.
- Dedicated corporate team administrative support.
- Logo featured on:
  - ★ Kids Activity Tent Banner.
  - ★ Event T-shirts.
  - ★ 3 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to host booth for engaging attendees and distributing giveaways.



### ★ **Sponsorship Deadline: August 29, 2025** ★

*Sponsor benefits subject to timing of sponsor commitment and availability*

In the unlikely occurrence that an event is cancelled or postponed the entire sponsorship amount would be refundable.

# Unlimited Sponsorship Opportunities



## SLEEPY HOLLOW SPIRIT \$5,000

- Recognition as event sponsor in all digital materials, including website, social media, and email communications (20K+ distribution).
- Logo featured on:
  - ★ 3 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to host booth for engaging attendees and distributing giveaways.

## TRICK OR TREAT \$2,500

- Recognition as event sponsor on website and social media posts.
- Logo featured on:
  - ★ 2 route signs.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.
- Opportunity to host booth for engaging attendees and distributing giveaways.



## SPOOKTACULAR SUPPORTER \$1,000

- Recognition as event sponsor on website and social media posts.
- Booth to distribute promotional materials and giveaways.
- Logo featured on:
  - ★ 1 route sign.
- Recognition as an event sponsor with verbal acknowledgment during opening ceremonies.

★ **Sponsorship Deadline: August 29, 2025** ★

*Sponsor benefits subject to timing of sponsor commitment and availability*

In the unlikely occurrence that an event is cancelled or postponed the entire sponsorship amount would be refundable.







*I wish to go  
on a Shopping  
Spree*

Juan, 16  
leukemia  
Orange County

**Make-A-Wish®**  
HUDSON VALLEY

The Wish House | 832 South Broadway, Tarrytown, NY 10591 | [hudson.wish.org](http://hudson.wish.org) | 914.478.WISH (9474)

A copy of our most recently filed annual financial report is available from the website of the New York Attorney General's Charities Bureau at [www.charitiesnys.com](http://www.charitiesnys.com) or upon request by contacting Make-A-Wish Hudson Valley at 832 South Broadway, Tarrytown, NY 10591. You can also obtain information on charitable organizations from the New York State Office of the Attorney General at 212-416-8686.