

Thank you for considering a partnership with Make-A-Wish® Minnesota. Your company has the power to make a lasting impact on the lives of local children facing critical illnesses.

By aligning with Make-A-Wish, you not only contribute to fulfilling life-changing wishes but also elevate your business as a force for good within the community.

SUPPORT LOCAL WISHES AND BOOST YOUR BUSINESS PRESENCE

There are various ways your company can support wishes here in Minnesota, all while enhancing your brand's presence as a socially responsible business. Engage with our Make-A-Wish staff to explore how we can partner to raise your brand awareness and enhance our fundraising efforts to bring hope and joy to wish kids.

FEATURED EXAMPLES OF PROMOTIONAL OPPORTUNITIES



SALES CAMPAIGN:

Boost your sales by launching an initiative where a percentage of sales for a specific product or time period is donated back to Make-A-Wish Minnesota.



ROUND UP CAMPAIGN:

Offer your customers the opportunity to round their total up to the nearest dollar to support Make-A-Wish Minnesota. This could be ongoing or time limited.



STAR CAMPAIGN:

Ask customers to support Make-A-Wish Minnesota by donating a specific amount to be able to hang a star with their name on the wall of your store.

Local Culver's restaurants hosted a "Concretes for a Cause" sales promotion and a Star Campaign to make additional Minnesota wishes come true.



Promotional Opportunities

PROMOTIONAL BENEFITS	up to \$7,499	\$7,500 - \$11,999	\$12k - \$24,999	\$25k - \$49,999	\$50k +
Name Recognition in Annual Report	★	★	★	★	★
Name Recognition in Digital Newsletter	★	★	Highlight	Feature	Feature
Group Shout Out on Social Media Channels		★	★	★	★
Company Name Listed on Website		★	Logo	Logo	Logo
Individual Company Spotlight on Social Media			★	★	★
Receive a Wish Recognition Plaque			★	★	★
Recognition in Print Newsletter				Highlight	Feature
Tickets to Signature Event: Walk For Wishes			2 Tickets	4 Tickets	6 Tickets
Tickets to Signature Event: Wish Ball				2 Tickets	4 Tickets

**all benefits are subject to wish kid's PR status. In-kind donation value is determined by the donor. If in-kind donation offsets budget, 100% of value will be applied to above benefits; if not, 60% of value will be applied to above benefits.*

You have the power to make a significant impact, and every partnership brings us one step closer to granting the wish of every eligible child in Minnesota.

For questions regarding in-store events and promotions, please contact Sierra Lyon to see how your company can start changing lives today.

slyon@mn.wish.org | 612-767-2766



*I wish to be
a queen*

**Cali, 6
cancer**

