

NOVEMBER 11, 2025

REVEL MOTOR ROW
2400 S MICHIGAN AVE, CHICAGO



Make-A-Wish[®]
ILLINOIS

TREES OF
JOY

2025

Sponsorship Package

PRESENTED BY

revel[™] & limelight

ABOUT

Make-A-Wish® Illinois

Since being founded locally in 1985, Make-A-Wish Illinois has granted more than 18,000 wishes and continues its mission to share the power of a wish with children in all 102 counties across the state.

Childhood critical illnesses can take so much from a family. All the hope, joy and wonder of childhood is replaced by fear, anxiety and loneliness. A diagnosis is only the beginning of their pain as the family faces a devastating journey that can damage them all. Amongst the frantic medical treatment of a childhood critical illness, the well-being of a child and their family is too easily forgotten.

A wish gives the sick child and their family the strength to face the devastating journey ahead of them. Wishes provide relief and hope, helping the family focus on something other than pain, fear and uncertainty even if just for one happy moment.

Wishes are treatment and are essential to improve the health outcomes of children with critical illnesses. Healthcare cannot always change the outcome for a sick child but a wish will always improve the journey and must be included alongside the medical care of every sick child.



WHY A WISH?



100%

of medical providers said the wish experience improves the child's overall quality of life and is a turning point in a child's treatment.



98%

of wish kid alumni said that their wish improved their well-being.



90%

of wish parents said they feel a wish is a necessary part of a child's medical treatment journey.



87%

of wish kid alumni said that the wish experience gave them the strength to fight their critical illness.



ABOUT

Trees of Joy

Trees of Joy is a heartwarming holiday event that brings joy, hope, and the magic of the season to wish kids and their families. With a \$10,000 donation, supporters are matched with a wish child to customize a one-of-a-kind holiday tree — inspired by that child's imagination and dreams. These personalized trees are revealed at a celebration where sponsors meet their wish families and hear their powerful stories of courage and experience the true spirit of the season together. After the event, each tree is delivered to the family's home, spreading holiday cheer and lasting memories throughout the season.

WHY SHOULD YOU BECOME A TREES OF JOY SPONSOR?

Trees of Joy is more than a holiday celebration—it's a vital effort to raise the urgent funds needed to ensure that future wishes can be granted. When a child is diagnosed with a critical illness, the joy, wonder, and carefree spirit of childhood are often replaced by fear, anxiety, and isolation. Trees of Joy exists to bring that joy back—to restore hope and create moments of magic for wish kids and their families during the holiday season. This heartwarming event reflects the true power of community, bringing together generous sponsors, donors, and volunteers to support families navigating unimaginable challenges. Through this collective compassion, Trees of Joy not only brightens the holidays but helps ensure more children experience the benefits of a wish.

EVENT DETAILS



Tuesday,
November 11, 2025



Revel Motor Row
2400 S Michigan Ave, Chicago



1:00PM - 4:00PM



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ILLINOIS

ADOPT A TREE



\$10,000

*Cost of one "Tree of Joy"
for a local wish child*

FESTIVE FOREST

On the event day (November 11, 2025), gather with your fellow participants at Revel Motor Row to bring to light a festive forest alongside other Trees of Joy sponsors. Bring your creativity, enthusiasm and holiday spirit as you **come together to decorate your wish ambassador's tree.**

EVERLASTING MEMORIES

Enjoy delightful bites and holiday activities with your wish ambassador, while learning about his or her inspiring and powerful story first-hand. Afterwards, our Santa's Sleigh Sponsor will ensure all decorated trees are **delivered to each wish family's home** for them to make **new cherished memories** throughout the holiday season and fondly look back upon for years to come.

BECOME A TREE SUPERSTAR

Your participation and generous support will have **direct and meaningful impacts on local wish kids** and their families. Each participant or group will sponsor and decorate a Christmas tree (for \$10,000; approximately the cost of one wish), making it a symbol of hope, strength and joy.

PERSONALIZE DECOR

In the weeks leading up to the event, you'll have the opportunity to **handpick the decorations for your adopted tree.** These decorations will be tailored to reflect the favorite things and interests of a local wish child, ensuring that the tree is a special and meaningful representation of their interests.

JOYFUL REACTIONS

The magic of the event unfolds as you **witness the joy on a child's face** and the **delight in their family's hearts** when they see the beautifully decorated tree that you've prepared for them. Not only will your efforts create lasting memories and bright smiles, but by adopting a tree, you are helping to fulfill a future child's wish.



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FOR MORE INFORMATION, PLEASE CONTACT:

Beth Murnane, Corporate Giving Director
312.602.9408 | bmurnane@illinois.wish.org

SPONSORSHIP LEVELS



NORTH POLE PRESENTING SPONSOR **SOLD**

Light up the season as the lead sponsor of this year's Trees of Joy! Immerse yourself in holiday magic with trees, festive ornaments, and joyous festivities. Indulge in seasonal delights, create lasting memories, and let's make this celebration unforgettable together.

SANTA'S SLEIGH **\$10,000**

Help these beautifully decorated holiday trees get to their forever home. As Santa's Sleigh Sponsor, your contribution will help ensure each customized holiday tree is delivered safely to the home of the wish child recipient.

SANTA'S WORKSHOP **\$7,500**

In a twinkling corner of the North Pole, Santa's Workshop brings holiday dreams to life. Your name will shine as children meet Santa and Mrs. Claus, write wish lists, and send heartfelt letters—creating magical memories made possible by you.

MRS. CLAUS' TREAT STATION **\$5,000**

Nothing brings people together better over the holidays than sharing holiday treats! As Treat Station Sponsor, your contribution will provide this event and all the participants with delicious holiday treats as the trees come to life.

REINDEER GAMES **\$5,000**

Join the festivities by securing your company's presence with 2-3 fun activations within the Reindeer Games zone bearing your company's name. This unique opportunity allows you to showcase your brand in the heart of the event, providing a captivating space where attendees can engage, explore, and immerse themselves in the holiday spirit.

SANTA'S NICE LIST **\$2,500**

As a proud sponsor of Santa's Nice List, your generous contribution is instrumental in making our event truly special! Your company name will be prominently featured on a large, festive display of Santa's Nice List (*the wish kid recipients*), showcased at the venue, ensuring maximum visibility and recognition for your support.



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SPONSORSHIP LEVELS



| | NORTH POLE PRESENTING SPONSOR | SANTA'S SLEIGH | SANTA'S WORKSHOP | MRS. CLAUS' TREAT STATION | REINDEER GAMES | SANTA'S NICE LIST |
|---|-------------------------------|----------------|------------------|---------------------------|----------------|-------------------|
| | SOLD | \$10,000 | \$7,500 | \$5,000 | \$5,000 | \$2,500 |
| Exclusive Sponsorship | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on Trees of Joy Website | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on Event Signage | ★ | ★ | ★ | ★ | ★ | ★ |
| Social Media Recognition <i>Facebook & LinkedIn Post</i> | ★ | ★ | ★ | ★ | ★ | |
| Feature in Post-Event Video | ★ | ★ | ★ | | | |
| Recognition in all Potential Media Opportunities | ★ | ★ | | | | |
| Recognition in Make-A-Wish Illinois' CEO Program Speech | ★ | ★ | | | | |
| Team Tree to Decorate | ★ | ★ | | | | |
| Can Send 3 Volunteers to Help at Sponsored Station | | | ★ | ★ | ★ | |

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