



Experience the power of a wish at this inspiring reception on the shores on Lake Mendota, on **Thursday, May 14, 2026, from 5:00 – 8:00pm at Bishops Bay Country Club**, 3500 Bishops Bay Dr, Middleton, WI.

Wishes By The Bay features inspirational wish stories, food, beverages, entertainment, silent auction, raffle and an inspiring program featuring a local wish child. **As a sponsor, your brand will:**

- ★ *Directly support the mental, emotional and physical well-being of children battling critical illnesses through the power of a wish come true.**
- ★ *Align with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, to help hit your marketing metrics and KPIs.*

Please join us to help create needed hope, while experiencing the magic of the Make-A-Wish® mission.

Co-Presenting \$10,000+

EXCLUSIVE SPONSORSHIP FOR TWO (2) NON-COMPETING COMPANIES

- ★ Naming rights of this elite, meaningful and important event! The name of the event will include your company name, "Wishes by the Bay presented by your business name."
- Sixteen (16) tickets for two (2) reserved tables with premium seating.
- ★ Company logo/name included as presenting sponsor in marketing material, event signage, website and guest e-blasts.
- ★ Exclusive signage in the stage area.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Opportunity for company representative to speak at the event.
- ★ Inclusion in publicity outreach to local media.
- ★ Recognition during program.
- ★ Plaque featuring unique artwork from a Wisconsin child.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Special gift for each table guest.

Strength \$3,000+

LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in marketing material and event signage.
- ★ Recognition during the program.
- ★ Special gift for each table guest.

Joy \$1,500+

LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in event signage.

Hope \$5,000+

LEVEL SPONSORSHIP

- Eight (8) tickets for one (1) reserved table with premium seating.
- ★ Company logo included in marketing material, event signage, website and guest e-blasts.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Recognition during program.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Special gift for each table guest.

Magic \$500+

LEVEL SPONSORSHIP

- Four (4) general admission tickets.
- ★ Company name included in event signage.

*Wish Impact Study, 2022



We believe a single wish can transform a child's life.

With more than 400 wishes pending your sponsorship is crucial to our vision of granting the wish of every medically eligible local child.

Will you help us give more children the confidence, strength and hope that comes with a wish?

SPONSORSHIP TYPE

- ☐ **Co-Presenting** \$10,000+ (\$9,600 is tax-deductible) ☐ **Magic** \$500+ (\$400 is tax-deductible)
- ☐ **Hope** \$5,000+ (\$4,800 is tax-deductible) ☐ **Ticket** \$100 (\$75 is tax-deductible)
- ☐ **Strength** \$3,000+ (\$2,800 is tax-deductible) ☐ I would like to make a tax-deductible donation at a different giving level in the amount of: \$ _____.
- ☐ **Joy** \$1,500+ (\$1,300 is tax-deductible)

Consider sharing your business objectives with us to create a unique sponsorship package benefiting both our organizations.

SPONSOR/PAYMENT INFORMATION

Name: _____ Title: _____

Company Name (if applicable): _____

Address: ☐ Home ☐ Business _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: ☐ Cell ☐ Business _____

Sponsor Name (as you would like it to appear): _____

- ☐ Please invoice me
- ☐ Check enclosed (made payable to Make-A-Wish® Wisconsin)
- ☐ Please charge my:
- ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card Number: _____

Exp. Date: ____/____/____ CVV (3-Digit Code): _____

Billing address (if different than above): _____

Name on card: _____

If unforeseen circumstances cause us to cancel our event, you will be given the option to receive a full refund.

Please mail completed form and payment to: Make-A-Wish Wisconsin,
1818 Parmenter St, Suite 310, Middleton, Wisconsin 53562.

For more information, please contact: Carol McChesney Johnson,
Madison Regional Director at cjohnson@wisconsin.wish.org or 608.839.7011

DEADLINES

**To be included in all applicable Wishes by the Bay promotional material please, send a high-resolution version of your company's logo by April 19, 2026.*