

Wishful Giving

STATEWIDE HOLIDAY CAMPAIGN & MEDIA EVENT

*I wish to go
to ski school*

Harper, 5
leukemia



Wishful Giving is a high-visibility, emotionally compelling holiday campaign that directly connects your brand to a mission of life-changing impact: granting wishes to children who are fighting critical illnesses. **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*.*
- ★ *Achieve your marketing goals and KPIs by aligning with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, gaining **extensive statewide media exposure** across radio, podcasts, print and online, plus **brand recognition** through campaign incentives and **community events**.*

Sponsorship opportunities are limited. Be part of a statewide campaign that not only delivers media value and customer goodwill, but also delivers hope — one wish at a time.

Platinum \$20,000+

LEVEL SPONSORSHIP

- ★ Exclusive sponsor recognition*** throughout the entire 2-day radio event held across 15 radio stations in nine key Wisconsin markets across the state, in choice of:
 - Wish Line: Company name mentioned on-air every time the phone number is given: "Call the (your company) phone line now."
 - Website: Company name mentioned on-air every time the website is given: "Donate at radiowishes.com powered by (your company)."
- ★ Exclusive sponsor recognition*** in two appeal mailers that are distributed to 21,000+ unique recipients.
- ★ 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 to underwrite a paid media campaign in key print publication, online media or podcast of choice.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in 3x e-mail newsletters, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

Gold \$15,000+

LEVEL SPONSORSHIP

- ★ Exclusive sponsor level recognition*** in key online media campaign in the Milwaukee market.
- ★ Exclusive sponsor recognition*** throughout the entire 2-day radio event held across 15 radio stations in nine key Wisconsin markets across the state, in choice of:
 - Lounge: Brand the space for our amazing and courageous wish kids and their families to relax and prepare for their interviews.
 - Phone Bank: Company name mentioned by phone bank volunteer for every call.
- ★ 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 to underwrite a paid media campaign in key print publication, online media or podcast of choice.
- ★ Recognition in 3x e-mail newsletters, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

Silver \$10,000+

LEVEL SPONSORSHIP

- ★ Exclusive sponsor level recognition*** in printed postcard, distributed to 27,000+ homes and businesses.
- ★ Minimum four (4) mentions on air at the radio event held across 15 radio stations in nine key Wisconsin markets across the state during your selected power hour (24 hours available, first-come, first-serve).
- ★ 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 in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

Power Hour \$5,000+

LEVEL SPONSORSHIP

- ★ Minimum four (4) mentions on air at the radio event held across 15 radio stations in nine key Wisconsin markets across the state during your selected power hour (24 hours available, first-come, first-serve).
- ★ 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 in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

Hope \$3,000+

LEVEL SPONSORSHIP

- ★ Minimum four (4) mentions on air at the radio event held across 15 radio stations in nine key Wisconsin markets across the state during your selected power hour (24 hours available, first-come, first-serve).
- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

Strength \$1,500+

LEVEL SPONSORSHIP

- ★ Minimum one (1) shared mention on air with another Helping Hand sponsor at the radio event held across 15 radio stations in nine key Wisconsin markets across the state during one (1) non-peak hour.
- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

Joy \$750+

LEVEL SPONSORSHIP

- ★ Company logo included on Make-A-Wish Wisconsin website and radio event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

*Wish Impact Study, 2022 **Consider sharing your business objectives to create a sponsorship package benefiting both our organizations.

***Note: The Wishful Giving Presenting Sponsor is Kesslers Diamonds. Other Wishful Giving mentions will reference them.

Wishful Giving

STATEWIDE HOLIDAY CAMPAIGN & MEDIA EVENT

A wish is a powerful thing. But it isn't a fleeting moment. A wish is a journey full of impactful, empowering experiences. **When you support wishes, you make an investment in a child's future**, for their hope, strength and joy.

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SPONSORSHIP TYPE

- | | |
|---|--|
| ☐ Platinum \$20,000+ (\$20,000 is tax-deductible) | ☐ Strength \$1,500+ (\$1,500 is tax-deductible) |
| ☐ Gold \$15,000+ (\$15,000 is tax-deductible) | ☐ Joy \$750+ (\$750 is tax-deductible) |
| ☐ Silver \$10,000+ (\$10,000 is tax-deductible) | ☐ I would like to make a tax-deductible donation at a different giving level in the amount of: \$_____. |
| ☐ Power Hour \$5,000+ (\$5,000 is tax-deductible) | |
| ☐ Hope \$3,000+ (\$3,000 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		Card Number: _____	
☐ Check enclosed (made payable to Make-A-Wish® Wisconsin)		Exp. Date: ____/____/____ CVV (3-Digit Code): _____	
☐ Please charge my:		Billing address (if different than above): _____	
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express			
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,
11020 W. Plank Court, Suite 200, Wauwatosa, WI 53226.

For more information, please contact: Kelsey Rice, Senior Corporate & Events Manager at krice@wisconsin.wish.org or 414.763.8357.

DEADLINES

*To be included in Wishful Giving postcard, please send a high-resolution, vector EPS version of your company's logo by November 11, 2025.

Make-A-Wish®
WISCONSIN