

SPRING '26 SPONSORSHIP OPPORTUNITIES

Make-A-Wish
SOUTH CAROLINA
**TRAILBLAZE
CHALLENGE**

SPRING
2026



HIKE ★
for **HOPE**

**Transform lives,
one step at a
time.**

Make-A-Wish

**TRAILBLAZE
CHALLENGE**

*Join a powerful movement. Your sponsorship
brings strength, hope, and joy to local
children with critical illnesses.*

SCTRAILBLAZECHALLENGE.ORG

A Note from the Trailblaze Team

*I wish to be
a ballerina*
Adaleigh, 6
congenital heart disease



It's not a race, it's a journey.

At Make-A-Wish® South Carolina, we believe in the power of a wish. Every day, children across our state are diagnosed with critical illnesses — facing challenges far greater than most of us can imagine. In fiscal year 2025, we granted a record-breaking 256 wishes, each one delivering life-changing moments of hope, joy, and strength to local children and their families. These wishes offer more than a temporary escape — **they are essential milestones in a child's journey of healing.**

Yet the need continues to grow. Right now, approximately 325 eligible children in South Carolina are still waiting for their wish. The average cost of a fully-funded wish in SC is \$7,500 and we simply cannot keep pace without the support of generous partners. **That's where your company can make a life-changing impact.**

Introducing the Trailblaze Challenge®:

A unique event where participants can engage directly with the mission of Make-A-Wish. On one transformative day, teams will trek through some of the most scenic trails in South Carolina, each step forward a stride toward making a child's wish come true.

Why Partner with Trailblaze Challenge®?

1. **Impact:** Your support brings life-changing wishes to local children, giving them strength during their most difficult moments.
2. **Engagement:** Empower your team and strengthen morale by supporting a purpose-driven cause together.
3. **Visibility:** Align your brand with one of the nation's most trusted nonprofit organizations and show your community what you stand for.



When you sponsor the Trailblaze Challenge®, you're not just supporting Make-A-Wish—you're helping build a bridge between what's possible and what's extraordinary for children in need. **Together, we can deliver hope where it's needed most.**

Join us. Help transform hope into reality. We look forward to welcoming you into our circle of champions for children's wishes.

Jody Wilbanks and Michelle Owens
Trailblaze Challenge® Coordinators



CHALLENGE OVERVIEW

The Trailblaze Challenge® combines fun, fitness, and community in a powerful program that empowers participants and sponsors to help grant life-changing wishes for local children in South Carolina.

Spring 2026 Hike Details

- **Recruitment Info Sessions:** December - January
- **Registration Deadline:** January 16, 2026 or until full (75 participants per hike)
- **Kickoff Training Hikes:** January 17, 2026 (Upstate & Midlands)
- **Midlands Hike:** April 18, 2026 – Approx. 22 miles on the Palmetto Trail
- **Upstate Hike:** May 2, 2026 – Approx. 24.6 miles on the Foothills Trail

Hikers can choose to either do the Midlands or Upstate final hike weekend OR both!

The Trailblaze Journey

We support our hikers every step of the way - from the first info session to the final mile.

Training & Preparation

- Weekend group training hikes
- Daily goals and weekly training calendar
- Gear, hydration, and nutrition guidance
- Supported fundraising tools and coaching

Final Hike Weekend

- **Friday**
 - Pasta Party
 - Safety Briefing
 - Comfort Bags
- **Saturday**
 - The Big Hike: 22+ miles* with full support
 - Aid Stations
 - Transportation
 - Motivation & Finish Line Celebration
 - *Exact final hike mileage depends on what hike you choose & current trail conditions
- **Sunday**
 - Victory Breakfast Celebration

This is what our “Red Carpet” hike looks like - because every participant deserves to feel celebrated!



OUR ALIGNMENT

Make-A-Wish
**TRAILBLAZE
CHALLENGE®**

AMPLIFY YOUR IMPACT WITH TRAILBLAZE CHALLENGE SPONSORSHIP

Since 2015, Trailblaze Challenge has:

- Celebrated 10 years
- Completed 22 seasons
- Hosted 47 hike weekends
- Welcomed over 2,000 participants
- Raised more than \$7 million for wishes

For over 10 years, the Trailblaze Challenge® has united companies, communities, and individuals around a bold goal: to grant life-changing wishes for children with critical illnesses in South Carolina.

Trailblaze sponsorship goes beyond helping local children. It aligns your brand with one of the nation's most trusted nonprofits while showcasing your commitment to employee engagement, social responsibility, and meaningful community impact.

IT MAKES GOOD SENSE

Give Back: Support wish families and contribute to societal improvement, creating a lasting positive impact.

Enhance Reputation: Boost your company's public image and stakeholder engagement by aligning with a respected charitable brand.

Improve Culture: Establish a clear social mission to increase employee satisfaction, reduce turnover, and boost productivity through enhanced employee engagement.

Drive Sales: Engage in social generosity and transparency to attract consumers who prioritize businesses with a positive social impact, helping to drive sales.

Brand Exposure: Gain visibility with hundreds of hikers, supporters and volunteers. Reach more than 20k social media followers, amplifying your brand's presence and influence.



*I wish to be
the best soccer
player ever*

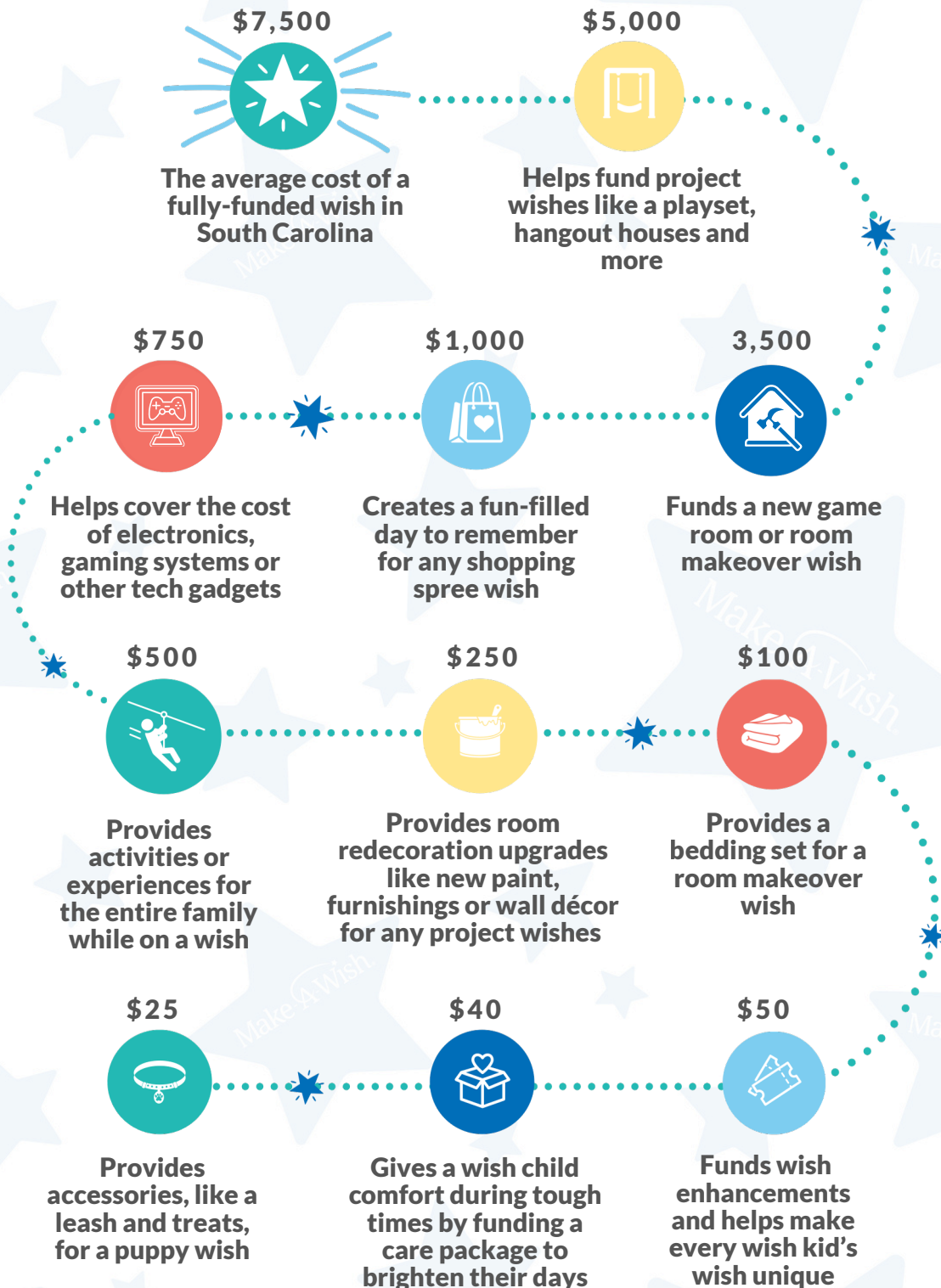
Kamden, 7
respiratory disorder

Sponsorship Opportunities

BENEFIT	1 Available				
	PRESENTING SPONSOR \$20,000	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Official Event Name: Company name/logo within event title and featured on all marketing and event collateral materials as “Presented by”	✓				
Mention in all media promoting the event, e.g., print, billboards, etc. *For billboard promotion, must be committed minimum of 8 weeks prior to recruitment	✓				
Opportunity to be involved during Hike Weekend, e.g., speak during pasta dinner, support aid station, etc.	✓				
Opportunity to kick off a training hike	✓				
Logo on all event and participant email sends	✓	✓	✓		
Logo on Hike Weekend start and finish banners	✓	✓			
Special message from wish kid to share both internally & externally	✓	✓			
Complimentary registration for one (1) employee to participate in program *individual must be committed by the end of recruitment period	✓	✓			
Wish involvement opportunity	opportunity to host	opportunity to host	invite to participate	invite to participate	
Social media posts across MAWSC platforms illustrating support of event & Make-A-Wish	x3	x2	x1		
Logo on hike weekend signage and collateral (including at group meals and presentations)	✓	✓			
Logo on participant t-shirt	✓	✓	✓	✓	
Opportunity to provide participant gift in event weekend welcome bag	✓	✓	✓	✓	✓
Sponsorship acknowledged on event website	Logo	Logo	Logo	Name	Name

How Your Funds Help Grant Wishes

A gift of \$7,500 will fully fund a wish for a local child in South Carolina. Whether it's meeting a hero or exploring a dream destination, your generosity makes it possible. **Every gift matters.** Contributions of all sizes help create powerful moments for wish kids and their families.



Why Wishes Matter

Make-A-Wish® has the unique ability to transform a child and family's life during some of their most difficult trials. That's because a wish creates an opportunity for hope and the chance to experience life beyond illness.

For children with critical illnesses, a wish can help them feel better and give them the strength they need to fight – and even overcome – an illness. A wish replaces a child's fear with confidence, sadness with joy and anxiety with hope. It's why health professionals use a wish as part of their treatment plan. It unites families in life-changing moments that help them cope and grow stronger. And it brings together caring communities of people who improve children's lives.

*Thank you for believing in the power of a wish!
Your support is opening the door to endless possibilities
for kids and their families when they need it most.*



SPONSORSHIP COMMITMENT FORM



Ready to join us as a partner in hope? Yay! Just complete the below form and submit it to us via the instructions provided. We'll be in touch shortly to personally thank you for your gift and ask any follow-up questions. Thank you for leading our community with your generous sponsorship. You are giving a wish family the immeasurable power of hope.

SPONSOR INFORMATION

Spring 2026 Hike

Name:

Company:

Address:

City:

State:

Zip:

Phone:

Email:

Sponsorship Level: \$20,000 \$10,000 \$5,000 \$2,500 \$1,000

Hiker/Team to receive credit:

List company in all materials as:

Please provide your company logo (if applicable) in EPS and PNG formats: lnelson@sc.wish.org with a subject line: TBC Sponsorship. Please include a copy of this form. **Sponsorship forms, payment and logos must be received by March 1, 2026.**

METHOD OF PAYMENT

I have enclosed a check/cash.

Please contact me to process my credit card by phone.

I am paying my sponsorship donation online.

⚠ Be sure to click "participant" if you wish to apply your donation to a specific hiker's goal



[Scan or click here to
donate online](#)

Signature:

TWO WAYS TO CONFIRM

1. Mail your commitment form with payment to Make-A-Wish at:
Make-A-Wish® South Carolina - 225 S. Pleasantburg Dr. Ste. C17, Greenville, SC 29607
2. Email your reply with attached completed form to outdooradventures@sc.wish.org or
Amanda Osborne - aosborne@sc.wish.org

More than a hike.

*Together, we create life-changing wishes
for children with critical illnesses.*

Make-A-Wish®
SOUTH CAROLINA

TRAILBLAZE
CHALLENGE®

sctrailblazechallenge.org

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