



Make-A-Wish®  
**TRAILBLAZE  
CHALLENGE®**  
**SAN DIEGO**  
*presented by*  
**wheelhouse®**  
CREDIT UNION

# SPONSORSHIP OPPORTUNITIES

Hike Weekend Dates:

May 1-3, 2026

May 15-17, 2026

# MAKE WISHES COME TRUE

## ABOUT MAKE-A-WISH SAN DIEGO

- Founded in 1983, Make-A-Wish San Diego has granted **over 5,500 wishes** for kids dealing with critical illnesses.
- Our chapter serves San Diego and Imperial Counties and granted **200 wishes** last year.
- Make-A-Wish San Diego also welcomes **over 170 children** each year who wish to visit San Diego.
- The average cost of a wish in our region is **\$10,000**.



Make-A-Wish is recognized as the **#1 most trusted nonprofit operating locally across all 50 states**.

*\*Based on 2025 Morning Consult data.*

## PUTTING YOUR COMMITMENT TO WORK



### IMPACT

the lives of 300 children and families in San Diego by improving children's emotional and physical well-being and giving children and families joy, confidence, and hope for the future.



### ALIGN

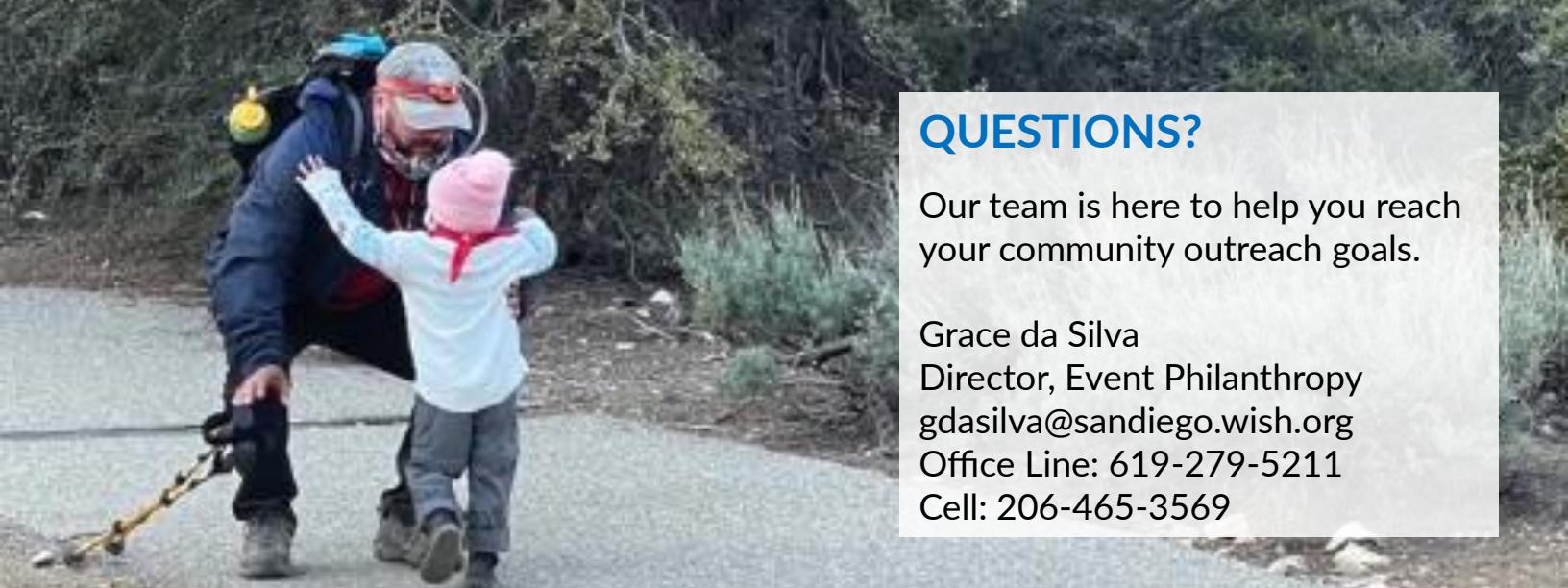
your company's brand with the **#1 most trusted nonprofit operating locally across all 50 states**.



### BOOST

your business' exposure with the opportunity of **50,000+ impressions**.

Make-A-Wish San Diego's Audience:  
17,000+ social media followers  
40,000+ e-newsletter subscribers  
300 dedicated volunteers  
5,600 wish families served



## QUESTIONS?

Our team is here to help you reach your community outreach goals.

Grace da Silva  
Director, Event Philanthropy  
[gdasilva@sandiego.wish.org](mailto:gdasilva@sandiego.wish.org)  
Office Line: 619-279-5211  
Cell: 206-465-3569

## MORE THAN JUST A HIKE

The Trailblaze Challenge San Diego (TBCSD) is a life-changing endurance experience that challenges participants physically and emotionally, while helping Make-A-Wish San Diego (MAWSD) grant wishes to children with critical illnesses. From January to June, hikers train and fundraise, each committing to raise \$2,500. The journey culminates in a 28-mile, one-day hike in Big Bear, CA.

## CELEBRATING 10 YEARS

2026 marks the 10-year anniversary of the TBCSD. In that time, hikers and supporters have raised over \$6.2 million dollars for wishes. We are grateful to the hikers, supporters, and sponsors who have made this event a success and we look forward to celebrating this special milestone.

## WHY PARTNER

Being a Trailblaze Challenge San Diego sponsor is more than a typical sponsorship – it's a chance to connect your brand with an incredibly passionate and loyal community.

Extended Recognition	Over six months, participants train and fundraise to meet their goal, giving sponsors extended visibility and exposure throughout the campaign.
Widespread Reach	With nearly 300 hikers and over 6,500 donors from San Diego and beyond, your brand will gain exposure far beyond a single event. This is a powerful, long-term partnership opportunity with real impact.

## 2025 BY THE NUMBERS

12 billboards  
4 TV live interviews  
5 dedicated eblasts

9 info sessions  
396 RSVPed attendees  
277 registered hikers

14 training hikes  
19 weekly Trail Talk emails  
6,587 individual donations

# SPONSORSHIP OPPORTUNITIES

All sponsorship packages include logo placement on event t-shirt, website, signage (including Finish Line banner), weekly participant emails, and all digital, print, and marketing materials. Additional benefits exclusive to each specific level are listed below.

## Presenting Sponsor | \$50,000 - SOLD OUT

- Exclusive presenting sponsor of event with event title listed as "Trailblaze Challenge San Diego presented by [Sponsor Name]" with prominent name and logo placement on all collateral.
- Exclusive logo inclusion on billboards and co-branded step & repeat.
- Recognition in MAWSD event press releases.
- Fundraising waived for 4 company representatives to participate in hike.
- Promotional/fundraising offer made available for TBCSD hikers.
- Opportunity to host info session.
- Opportunity to provide branded gift to hikers.
- Company sponsored finish line station at each hike weekend (optional).
- Social media tag on every TBCSD Instagram post and dedicated social posts on multiple platforms.
- Logo inclusion on sponsors page of the MAWSD website.
- Opportunity to enhance a local wish.
- Complimentary Chill Champion Sponsorship (\$5,000 value) for Make-A-Wish Polar Plunge on January 10, 2026.



## Transportation Sponsor | \$25,000

\*One available

- Co-branded car magnets on all transportation for hike weekends (8+ vans per weekend, each covering over 60 miles on hike day).
- Opportunity to have company vehicle and representatives at designated aid stations and/or training hikes.
- Fundraising waived for 2 company representatives to participate in hike.
- Opportunity to host info session.
- Opportunity to provide branded gift to hikers.
- Social media tag on every TBCSD Instagram post and dedicated social posts on multiple platforms.
- Logo inclusion on sponsors page of the MAWSD website.
- Opportunity to enhance a local wish.

## Mission Moment Sponsor | \$15,000

\*Two available

- Sponsor the powerful Mission Moments that motivate and inspire hikers along their journey.
- Logo inclusion on eco-friendly signage at "Wish Mile" location.
- Bi-weekly recognition in participant emails as the "Mission Moment sponsored by [Sponsor Name]" (300+ recipients)
- Opportunity to provide a branded gift to Wish Family speakers during hike weekend.

## Pasta Party Sponsor | \$10,000

\*Two available

- Sponsor one hike weekend's Friday night Pasta Party for 150+ hikers, volunteers, and guests.
- Name within event title listed as "Pasta Party for Wishes presented by [Sponsor Name]."
- Logo inclusion on signage throughout ballroom and on tables during Friday dinner.
- Opportunity to provide branded gift to hikers.

## Sunday Celebration Sponsor | \$10,000

\*Two available

- Sponsor one hike weekend's Sunday breakfast for 150+ hikers, volunteers, and guests.
- Name within the event title listed as "Sunday Celebration presented by [Sponsor Name]."
- Logo inclusion on signage throughout ballroom and on tables during Sunday breakfast.
- Opportunity to provide branded gift to hikers.

## Wilderness Safety Sponsor | \$10,000

\*One available

- Sponsor the wilderness safety needs for event, including Garmin devices, Wilderness First Aid Training for Hike Support team, and first aid supplies.
- Recognition in weekly participant emails as the "Wilderness Safety Tip sponsored by [Sponsor Name]" (300+ views).
- Opportunity for qualified staff to participate during Hike Weekends as medics (optional).
- Opportunity to provide branded gift to hikers.

## Happy Hour Sponsor | \$5,000 - SOLD OUT

\*Two available

- Sponsor one hike weekend's post-hike happy hour for 150+ hikers and volunteers.
- Name within the event title listed as "Happy Hour presented by [Sponsor Name]"
- Logo inclusion on signage throughout ballroom and on tables during post-hike Happy Hour.



## Sun Safety Sponsor | \$5,000

\*One available

- Sponsor the sun safety needs for the event, including sunscreen, ice, and pop-up shades.
- Opportunity to attend and support one or more training hikes with donated product.
- Opportunity to provide branded gift to hikers.

## Aid Station Sponsor | \$3,000

\*Six available

- Sponsor one of the designated aid stations for 100+ hikers.
- Name featured as "[Company Name] Aid Station" at trail location.
- Logo inclusion on eco-friendly signage at aid station location.

All gifts \$2,500 and up will receive name listed on event website and t-shirt.

**Deadline for Logo Inclusion: April 1**

# PARTNERSHIP COMMITMENT FORM

Please return completed form via email to [gdasilva@sandiego.wish.org](mailto:gdasilva@sandiego.wish.org) OR mail to: Make-A-Wish San Diego  
4995 Murphy Canyon Rd, Suite 402  
San Diego, CA 92123

Partner Name: \_\_\_\_\_  
*Please print name exactly as you wish to be listed in our promotional materials.*

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Hiker/team credit: \_\_\_\_\_

## Commitment Level:

- Presenting Sponsor - \$50,000 **SOLD OUT**
- Transportation Sponsor - \$25,000
- Mission Moment Sponsor - \$15,000
- Pasta Party Sponsor - \$10,000
- Sunday Celebration Sponsor - \$10,000
- Wilderness Safety Sponsor - \$10,000
- Happy Hour Sponsor - \$5,000 **SOLD OUT**
- Sun Safety Sponsor - \$5,000
- Aid Station Sponsor - \$3,000



## Method of Payment (select one):

- Check Enclosed – Please make payable to Make-A-Wish San Diego.
- Send Invoice for Commitment – Will be sent to contact above unless otherwise directed.
- Credit Card – A Make-A-Wish team member will call to collect card info

*I understand that April 1<sup>st</sup> is the print deadline for recognition and I will email my logo prior to that date.*

*Authorized Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

In exchange for this contribution level, you will not receive any goods or services and may be able to claim a tax deduction on your federal income tax returns. Please contact your tax advisor should you have any questions and retain a copy of this form for your records. Proceeds benefit Make-A-Wish San Diego and the children we serve. TAX ID: 33-0039466