

Wish Night®

BENEFITING MAKE-A-WISH® WISCONSIN

In 1994, Les Weil and Jodi Peck put forth extraordinary effort to create Make-A-Wish® Wisconsin's first-ever gala. The event was founded in memory of their daughter Kelly Weil, who had recently passed away after a long battle with bone cancer. Now 33 years later, Wish Night has grown into an annual highlight of the fundraising calendar. **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.*

EVENT AUDIENCE: Wish Night consistently attracts top businesses, leaders and executives to our mission and event. Many participants are C-suite executives, celebrities, influencers and philanthropists all with a wide scope of influence and are decision makers in the community.

Presenting \$40,000+

LEVEL SPONSORSHIP

- Twenty (20) tickets for two tables with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of four (4) children. Includes four (4) brass stars engraved with wish child's name and wish story.
Includes opportunity to participate in a child's wish day.
- ★ Opportunity for company representative to speak at the event - live or pre-recorded.
- ★ Company name listed in press releases.
- ★ Recognition of sponsorship during event.
- ★ Recognition in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and bidding site.
- ★ Recognition on Facebook, followed by more than 20,000 fans.

Platinum \$25,000+

LEVEL SPONSORSHIP

- Twenty (20) tickets for two tables with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of three (3) children. Includes three (3) brass stars engraved with wish child's name and wish story.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and bidding site.
- ★ Recognition on Facebook, followed by more than 20,000 fans.

WHEN

Thursday, April 16, 2026
5:00 p.m. to 9:00 p.m.

WHERE

The Pfister Hotel
424 E Wisconsin Ave
Milwaukee, WI 53202

Gold \$20,000+

LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Recognition of sponsorship during event.
- ★ Recognition in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Company logo included on Make-A-Wish Wisconsin website and bidding site.
- ★ Recognition on Facebook, followed by more than 20,000 fans.

Silver \$15,000+

LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of two (2) children. Includes two (2) brass stars engraved with wish child's name and wish story.
- ★ Company logo included on Make-A-Wish Wisconsin website and bidding site.
- ★ Exclusive placement of company logo at the wish family lounge, tasting station, coat check OR wine pull bags and boxes.

Bronze \$10,000+

LEVEL SPONSORSHIP

- Ten (10) tickets for one (1) table with premium seating.
- ★ Company logo included in invitation, event program and signage.
- ★ Your help in sponsoring the wish of one (1) child. Includes one (1) brass star engraved with wish child's name and wish story.
- ★ Company logo included on Make-A-Wish Wisconsin website and bidding site.

Wish Night®

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



SPONSORSHIP TYPE

- Title** \$40,000+ (\$37,100 is tax-deductible)
- Platinum** \$25,000+ (\$22,100 is tax-deductible)
- Gold** \$20,000+ (\$18,550 is tax-deductible)
- Silver** \$15,000+ (\$13,550 is tax-deductible)
- Bronze** \$10,000+ (\$8,550 is tax-deductible)

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

- *Early Bird Table (10 guests)** \$6,000+ (\$4,550 is tax-deductible)
- Table (10 guests)** \$8,000+ (\$6,550 is tax-deductible)
- *Early Bird Ticket** \$600+ (\$455 is tax-deductible)
- Ticket** \$800+ (\$655 is tax-deductible)
- I cannot attend, but would like to make a tax-deductible donation of: \$_____.

***Early Bird Tables and Tickets available until December 31, 2025.**

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, 11020 W. Plank Court, Suite 200,
Wauwatosa, WI 53226, by February 13, 2026.

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 all applicable Wish Night promotional material, please send a high-resolution, vector EPS version of your company's logo by February 13, 2026.*