



Wishes

BY THE BAY

BENEFITING

Make-A-Wish®
WISCONSIN

SPONSORSHIP OPPORTUNITIES

Thursday, May 14, 2026, 5:00 – 8:00pm
Bishops Bay Country Club, Middleton, WI



Transform Lives Through The Power Of A Wish

Every day, children battling critical illnesses face overwhelming physical and emotional hardships. Lengthy hospital stays, intense treatments, and daunting surgeries take a tremendous toll—both on their bodies and their spirits. But the moment a wish is granted, something extraordinary happens—hope is restored, joy ignites, and healing begins!

A wish is far more than just a dream come true—it's a beacon of light during the darkest times. Whether it's meeting a beloved hero, traveling to a magical destination or having something they longed for, each wish brings profound happiness that nourishes a child's emotional well-being and resilience.

Your generosity fuels these transformational experiences. Every wish granted is a testament to the power of kindness, compassion, and community. You are the reason these life-changing experiences are possible and your impact lasts a lifetime!

Help Us Close The Gap

- Make-A-Wish Wisconsin relies on financial support from caring individual, corporate and foundation donors.
- This year, more than 500 Wisconsin children will be diagnosed with a critical illness.
- The average cost of a wish is \$9,322 in cash expenses, plus \$4,940 in donated goods and services.
- We have seen a 21% increase in qualified wish referrals since implementing a dedicated medical outreach plan.
- More qualified referrals = a greater need for funds.

Did You Know?

99% OF MEDICAL PROVIDERS say a wish improves a child's – and their own – emotional well-being*

95% OF PARENTS surveyed say their child's wish brought their family closer together*

9 OUT OF 10 WISH KIDS shared that the wish experience relieved them from traumatic stress*

9 OUT OF 10 PARENTS surveyed believe the wish experience is a necessary part of a child's treatment journey*

*Make-A-Wish 2022 Wish Impact Study

"We simply don't travel as a family because it is extremely difficult to plan for all the things that could happen. This was something we wouldn't have done for ourselves. This trip showed us we can make memories. Gave us time together we would otherwise not have. The actual wish was so beautiful, and it exceeded any notion we had of what it might be. We are endlessly grateful." – Kelly, Payton's mom



*I wish to
meet Josh from
Blue's Clues & You*

Payton, 16
nervous system disorder
Madison, WI



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 \$750+

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** \$750+ (\$650 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.*

Auction Support

A wish has the power to unite friends, neighbors and entire communities through life-changing experiences. By donating an item or experience for our auction, you can help deliver essential hope, strength & transformational joy to a local child battling a critical illness!

IDEAS FOR GOODS & SERVICES

Gift certificates; vacation packages; food or beverage packages; themed gift baskets; sports & event tickets; autographed items; landscaping; spa services; special dining or tasting experiences; electronics; etc.

AUCTION ITEM DONOR INFORMATION

Name: _____ Title: _____
Company Name (if applicable): _____
Address: ☐ Home ☐ Business _____
City: _____ State: _____ Zip: _____
Email: _____ Phone: ☐ Cell ☐ Business _____

DONATION PICK-UP/DELIVERY

- ☐ Item sent with this form
☐ Donation will be delivered to the Make-A-Wish office:
1818 Parmenter Street, Ste 310, Middleton, WI 53562

- ☐ Please arrange to pick up my donation

Contact Name: _____
Contact Phone: _____
Contact Email: _____

SUGGESTED RETAIL VALUE (determined by donor)

\$ _____.

DONATION TYPE

- ☐ Product
☐ Service
☐ Cash or Gift Card
☐ Certificate Enclosed
☐ Certificate to be prepared by Make-A-Wish

Please mail completed form 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 608.218.0074.

DEADLINE

Due to the timeline of our auction service, any item received AFTER April 9, 2026 may need to be held for use at a different event.

Meet wish kid Avery

Avery is a sweet 9-year-old from the Madison area who was born with a critical genetic disorder. Her life has been consumed with treatments, scary procedures & taking a wide array of medications to help manage her critical condition.

Avery's family refers to her as the "happiest kid in the entire world" despite all she goes through, so when Avery learned that she would receive her greatest wish come true, her charismatic smile shined through.

Avery's one true wish was to go to Hawaii & stay at Aulani, A Disney® Resort & Spa, where she was able to meet her favorite characters such as Moana & Stitch.

Avery and her family were able to take a much-needed break together while receiving a healthy dose of hope, strength and joy they need to continue to manage Avery's critical condition.

Currently, there are more than 450 wishes pending – which means, right now there are hundreds of kids anxiously counting down the days until their life-affirming wishes are granted.

Please join us in support of our spectacular Wishes by the Bay signature event to help make the unknown feel less scary for children, like Avery, and their families.

Your support will help renew their emotional strength, give them transformative joy, and restore hope for a lifetime!



*I wish to go to
Aulani, A Disney®
Resort & Spa*

Avery, 9
genetic disorder
Marshall, WI

*"We had the most amazing time on
our Hawaii Disney Aulani trip for
Avery's Make-A-Wish!"*

*Avery was so happy and joyful the
entire trip. She did awesome and
experienced so many new things while
being able to travel like this for the
very first time.*

*Thank you for being such a big part of
our journey, it was seriously the trip
of a lifetime!" – Amy, Avery's mom*