



I wish to have a pontoon boat.
Reece, 12
nervous system disorder

#1
Most Trusted Nonprofit
Operating Locally Across 50 States
MAKE-A-WISH®
MORNING CONSULT*
2025

Make-A-Wish
NORTHEASTERN & CENTRAL CALIFORNIA

RESULTS RADIO

RADIOthon

2026 SPONSORSHIP PACKET

THURSDAY, MARCH 26, 2026

MOUNT SHASTA MALL | REDDING, CA | 7:00 AM - 6:00 PM

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



RESULTS RADIO

RADIOthon



Brought to you by Results Radio, listeners will hear the transformational power of a wish directly from wish families. For eleven hours you will hear from wish kids and their families, volunteers and sponsors who have been impacted by life-changing wishes in the North State.

On this one magical day, we'll be turning your phone calls into hope, raising vital funds to continue to grant life changing wishes to local children. Tune in to 96 KTO, Q97, Red 103.1, Power 94.7, BOB FM 107.1.

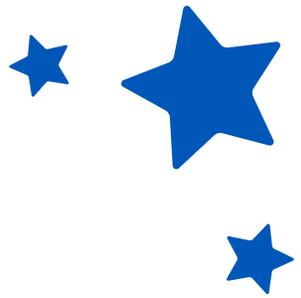


SPONSORSHIP LEVELS	PRESENTING SPONSOR \$10,000	WISH SPONSOR \$7,500	COURAGE SPONSOR \$5,000	JOY SPONSOR \$2,500	HERO SPONSOR \$1,500
KEY ROLE IN ANNOUNCING OR GRANTING A WISH, PENDING AVAILABILITY AND TIMING	★				
PRIMARY SELECTION FOR THE SPONSOR OF THE HOUR TIME SLOT	★				
DIGITAL SHOUTOUT DURING MAW NCC'S WEEK OF WISHES	★	★			
LOGO ON EVENT WEBSITE AND RESULTS RADIO WEBSITE, AS WELL AS E-BLASTS AND SOCIAL MEDIA PROMOTION	★	★	★	LISTED	
LOGO ON EVENT COLLATERAL	★	★	★	LISTED	LISTED
PROMOTIONAL MENTIONS IN 600+ COMMERCIALS	★	★	★	★	★
OPPORTUNITY TO MAKE LIVE ON-AIR DONATION	★	★	★	★	★
SPONSOR OF THE HOUR*	★	★	★	★	★

*Sponsor of the Hour includes the opportunity for brand promotion via tent/signage at drive-through donation site, on-air time, and/or merchandise distribution. Sponsors of \$2500+ are guaranteed individual time slots. Hero Sponsors are not guaranteed an exclusive hour, depending on number of participants.

FOR FULL MARKETING BENEFITS, PLEASE COMMIT BY MARCH 6, 2026.





RESULTS RADIO

RADIOthon

2026 SPONSORSHIP COMMITMENT PLEDGE FORM

Contact Name: Email:

Company Name (if applicable):

Please indicate how you would like your sponsorship listed:

Address:

City: State: Zip:

Phone:

I am proud to partner with Make-A-Wish and pledge the following level of sponsorship:

- Presenting Sponsor \$10,000 Wish Sponsor \$7,500 Courage Sponsor \$5,000
 Joy Sponsor \$2,500 Hero Sponsor \$1,500 Other.....

I'm unable to attend but wish to support granting wishes with a contribution in the amount of: \$

Check made payable to **Make-A-Wish Northeastern & Central California** is enclosed

- Enclosed in this envelope Will be mailed by

I would like to be invoiced in the month of:

Signature:

Date:

Return to: 2800 Club Center Dr. Sacramento, CA 95833 or email the completed form to Sydney Ellis at sellis@ncc.wish.org. Sponsorship must be secured by March 18, 2026.