

# Wishful Giving

STATEWIDE HOLIDAY CAMPAIGN & MEDIA EVENT 2026

I wish to have a baking station

Vera, 9  
respiratory disorder



Wishful Giving is a high-visibility, emotionally compelling holiday media campaign that directly connects your brand to a mission of life-changing impact: granting wishes to children who are fighting critical illnesses. **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\*.**
- ★ **Achieve your marketing goals and KPIs by aligning with the #1 most trusted nonprofit operating locally across 50 states, according to Morning Consult, gaining extensive statewide media exposure across radio, tv, podcasts, print and digital, plus brand recognition through campaign incentives and community events.**

Sponsorship opportunities are limited. Be part of a statewide campaign that not only delivers media value and customer goodwill, but also delivers hope — one wish at a time.

## Platinum \$20,000+

### LEVEL SPONSORSHIP

- ★ Exclusive sponsor recognition\*\*\* throughout a media campaign of choice, as underwriting sponsor, such as FOX6, iHeart, OnMilwaukee, etc. Last year, these media campaigns accrued over 840,000 targeted digital impressions, 3.4 hours of #1 local news market television air time and numerous mentions over a 20-hour broadcast period across multiple radio stations in key Wisconsin markets, including the #1 Milwaukee holiday station.
- ★ Exclusive sponsor level recognition\*\*\* in an appeal mailer, distributed to 20,000+ unique recipients.
- ★ 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 in printed newsletter, distributed to 27,000+ homes and businesses.
- ★ Recognition in 3x e-mail newsletters, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Company logo included on Make-A-Wish Wisconsin and Wishful Giving websites.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

## Gold \$15,000+

### LEVEL SPONSORSHIP

- ★ Exclusive sponsor recognition\*\*\* opportunities during FOX6 Telethon or iHeart radio event, in choice of:
  - Wish Lounge: Brand the space for our courageous wish kids and their families to relax and prepare for their interviews, including optional giveaway.
  - Wish Line: Company name mentioned on-air every time the phone number is given: "Call the (your company) phone line now."
  - Website: Company name mentioned on-air every time the website is given: "Donate at wishful-giving.com powered by (your company)."
  - Phone Bank: Company name mentioned by phone bank volunteer for every call.
- ★ 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 in 3x e-mail newsletters, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Company logo included on Make-A-Wish Wisconsin Wishful Giving websites.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

## Silver \$10,000+

### LEVEL SPONSORSHIP

- ★ Exclusive sponsor level recognition\*\*\* in printed postcard, distributed to 27,000+ homes and businesses.
- ★ Minimum four (4) mentions on air at the radio event held across multiple radio stations in key Wisconsin markets across the state during your selected 2x power hours (24 hours available, first-come, first-serve).
- ★ 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 in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Recognition on Facebook, followed by more than 20,000 fans.
- ★ Company logo included on Make-A-Wish Wisconsin and Wishful Giving websites.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

## Power Hour \$5,000+

### LEVEL SPONSORSHIP

- ★ Minimum four (4) mentions on air at the radio event, held across multiple radio stations in key Wisconsin markets across the state during your selected 2x power hours (24 hours available, first-come, first-serve).
- ★ 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 in e-mail newsletter, distributed to 35,000+ unique recipients.
- ★ Company logo included Make-A-Wish Wisconsin and Wishful Giving websites.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

## Hope \$3,000+

### LEVEL SPONSORSHIP

- ★ Minimum two (2) mentions on air at the radio event, held across multiple radio stations in key Wisconsin markets across the state during your selected power hour (24 hours available, first-come, first-serve).
- ★ Company logo included on Wishful Giving event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

## Strength \$1,500+

### LEVEL SPONSORSHIP

- ★ Minimum one (1) shared mention on air with another Strength level sponsor at the radio event, held across multiple radio stations in key Wisconsin markets across the state during one (1) non-peak hour.
- ★ Company logo included on Wishful Giving event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

## Joy \$750+

### LEVEL SPONSORSHIP

- ★ Company logo included on Wishful Giving event site.
- ★ Opportunity to have a branded fundraising page to engage with your employees and customers.

\*Wish Impact Study, 2022 \*\*Consider sharing your business objectives to create a sponsorship package benefiting both our organizations.

\*\*\*Note: The Wishful Giving Presenting Sponsor is Kesslers Diamonds. Other Wishful Giving mentions will reference them.

# Wishful Giving

STATEWIDE HOLIDAY CAMPAIGN & MEDIA EVENT

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

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## SPONSORSHIP TYPE

- ☐ **Platinum** \$20,000+ (\$20,000 is tax-deductible)
- ☐ **Gold** \$15,000+ (\$15,000 is tax-deductible)
- ☐ **Silver** \$10,000+ (\$10,000 is tax-deductible)
- ☐ **Power Hour** \$5,000+ (\$5,000 is tax-deductible)
- ☐ **Hope** \$3,000+ (\$3,000 is tax-deductible)
- ☐ **Strength** \$1,500+ (\$1,500 is tax-deductible)
- ☐ **Joy** \$750+ (\$750 is tax-deductible)
- ☐ I would like to make a tax-deductible donation at a different giving level in the amount of: \$\_\_\_\_\_.

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,  
11020 W. Plank Court, Suite 200, Wauwatosa, WI 53226.

For more information, please contact: Kelsey Rice, Senior Corporate & Events  
Manager at [krice@wisconsin.wish.org](mailto:krice@wisconsin.wish.org) or 414.763.8357.

## DEADLINES

\*To be included in Wishful Giving postcard, please send a high-resolution, vector EPS version of your company's logo by November 10, 2026.

Make-A-Wish®  
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