

Presenting sponsorship
Lead and transform lives.
One Available at \$50,000.

*I wish to have a
play farm yard
house at my school.*
Florence, 5
brain tumor

Make-A-Wish®
NORTHEASTERN & CENTRAL CALIFORNIA

MEDIA SPONSOR



WORLD WISH MONTH
TELETHON

CORPORATE SPONSOR



World Wish Month is coming to life at The Wishing Place as Make-A-Wish® Northeastern & Central California hosts a full-day Telethon on April 2nd! With FOX40's exclusive live coverage, you'll experience powerful wish stories, unforgettable moments, and the joy of brand-new wishes being discovered on air. This isn't just a telethon — it's a celebration of hope, resilience, and the incredible impact a community can make when it comes together to grant life-changing wishes. Join us for a day filled with inspiration, connection, and the magic of wish-granting.

High-Value Visibility

- **Three exclusive prime-time interview segments** on FOX 40 featuring your brand's leadership or community team during the live telethon.
- **Premium brand integration** with Wish Stories – Logo lockup with the most inspiring content, creating an emotional and lasting association.
- **Exclusive presenting sponsor recognition** – All mentions highlight your company as lead partner (WWM Telethon presented by [Your Company]).
- **High-frequency logo visibility** – Placement throughout the broadcast, including lower-thirds, transitions, and thank-you graphics.



Digital & Social Amplification

- **Website Recognition** – Presenting Sponsor feature on **Make-A-Wish NCC's event landing page** with your logo and direct link.
- **High-Impact Social Spotlights** – **Dedicated sponsor posts** across Facebook, Instagram, LinkedIn, and YouTube.
- **Direct Donor Engagement** – Inclusion in **Make-A-Wish NCC newsletters** reaching thousands of donors, families, and community partners.



On-Site Partner Recognition

- **Presenting sponsor recognition in all press releases and media advisories** related to the WWM Telethon
- **Prominent logo placement** on event collateral (flyers, promotional graphics, event signage).
- **Recognition in Board and donor communications**, amplifying your role as a leading community partner.



Impact & Storytelling

- **Regional Broadcast Alignment** – Partner with Make-A-Wish's most impactful regional broadcast fundraiser, connecting your brand with thousands of households across Northeastern & Central California.
- **Authentic CSR Showcase** – Elevate your company's commitment to corporate social responsibility and children in need through curated wish stories and powerful live storytelling moments that deeply resonate.
- **Extended Media Visibility** – Your support will be featured in FOX40's **pre-event promotions and post-event coverage**, keeping your brand in the spotlight well beyond the telethon itself.

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For more information, please contact Melanie Flood at mflood@ncc.wish.org

Exclusive corporate sponsorships.
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High-Value Visibility

- **One prime-time slot** on FOX 40 featuring your brand's leadership or community team during the live telethon.
- **Premium brand integration on a televised Wish Story** – Logo lockup with the most inspiring content, creating an emotional and lasting association.
- **Exclusive corporate sponsor recognition** – in dedicated mentions throughout the telethon.
- **On-screen logo placement** throughout the broadcast, including lower-thirds, transitions, and thank-you graphics.

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