



2026 Sponsorship Packet
Hike Weekend: Oct. 23-25, 2026
Hike Date: Oct. 24, 2026
**Western States &
Pioneer Express Trails**

Make-A-Wish.
TRAILBLAZE
CHALLENGE[®]
Northeastern & Central California

Presented by
Edward Jones[®]

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TRAILBLAZE CHALLENGE

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WHERE EVERY MILE SPARKS A WISH.

The Trailblaze Challenge began as a hike to grant wishes, but this hike transcends beyond the 21-mile physical journey. It's a profound experience of setting and conquering personal goals, creating connections, building self-confidence, and encouraging healing. All while raising vital funds to grant local, life-changing wishes. This year and in the years to come, we are committed to transforming lives and leaving a lasting imprint on our community through the Trailblaze Challenge. Your company can help us pave the path for this life-altering adventure.

WHY SHOULD YOU PARTNER?

EXTENDED RECOGNITION

Over the course of 5 months, participants commit to training and preparing for hike day, while also raising vital funds for our mission.

TBC sponsors receive coverage and recognition over the course of this time

THE MISSION

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

THE VISION

We are determined to grant the wish of every eligible child living in our community

THE WISH KIDS

The average cost of a wish is \$15,000

We have nearly 500 wish kids waiting, with 160 waiting 2-3 years

We granted nearly 300 wishes in 2025

Over 300 kids qualify for a wish every year in our chapter



Presenting Sponsor | \$25,000 | 1 Available

Name within the event title - "Trailblaze Challenge presented by COMPANY"

- Opportunity to have a team of 4 company representatives participate in the challenge
- Company logo featured on finish line banner - the most photographed signage at event
- Prime logo placement on event t-shirts, signage, and social media posts
- Opportunity to provide goodies in welcome and comfort bags
- Prominent logo recognition on event website
- Company recognition as presenting sponsor in all marketing
- Opportunity to speak at Pasta Party
- Volunteer opportunities for company employees

Wilderness Sponsor | \$10,000 | 2 Available

- Opportunity to have a team of 2 company representatives participate in the challenge
- Logo on event t-shirts, signage, and social media posts
- Opportunity to provide goodies in welcome and comfort bags
- Logo recognition on event website
- Company recognition as wilderness sponsor in all marketing
- Volunteer opportunities for company employees
- Opportunity to sponsor the beginning or end of the hike

Must commit to sponsorship by Sept. 12, 2026 to have logo on event collateral



Pasta Party Sponsor | \$10,000 | 1 Available

- Name within the event title listed as “Pasta Party for Wishes presented by COMPANY”
- Opportunity to sponsor pre-hike dinner for all hikers, volunteers, and staff
- Signage throughout meal line and verbal thank you during event introduction
- Opportunity to provide small branded gift to hikers
- Opportunity to send 2 company representatives to dinner (hiker only event)
- Company logo on event t-shirts and signage
- Digital exposure featuring company logo on website and social media

Sunday Breakfast Sponsor | \$10,000 | 1 Available

- Name within the event title listed as “Sunday Celebration presented by COMPANY”
- Opportunity to sponsor post-hike breakfast for all hikers, volunteers, and staff
- Signage throughout meal line and verbal thank you during event introduction
- Opportunity to provide small branded gift to hikers
- Opportunity to send 2 company representatives to breakfast
- Company logo on event t-shirts and signage
- Digital exposure featuring company logo on website and social media

Must commit to sponsorship by Sept. 12, 2026 to have logo on event collateral



Aid Station Sponsor | \$2,500 | 3 Available

- Name featured as “COMPANY Aid Station” at trail location
- Opportunity to sponsor in-hike aid station for all hikers, volunteers, and staff
- Opportunity to have 4 company representatives volunteer at aid station
- Opportunity to decorate aid station with company-relevant theme (i.e. company colors, product, etc.)
- Company logo on event t-shirts and signage
- Digital exposure featuring company logo on website and social media

Comfort Bag Sponsor | \$2,500 | 2 Available

- Name featured as “COMPANY Comfort Bag Station” at trail location
- Opportunity to sponsor in-hike comfort bag station for all hikers, volunteers, and staff
- Opportunity to provide company logo during hike weekend
- Company logo on event t-shirts and signage
- Digital exposure featuring company logo on website and social media

Must commit to sponsorship by Sept. 12, 2026 to have logo on event collateral



Happy Hour Sponsor | \$5,000 | 2 Available

- Opportunity to sponsor happy hour and post-hike meal for all hikers, volunteers, and staff
- Co-branded coolers featuring company logo given out at end of hike
- Signage throughout event and verbal thank you during event intro
- Opportunity to provide small branded gift to hikers
- Company logo on event t-shirts and signage
- Digital exposure featuring company logo on website and social media

Transportation Sponsor | \$5,000 | 1 Available

- Co-branded van magnets on all transportation for hike weekend
- Company logo on event t-shirts and signage during event weekend
- Digital exposure featuring logo on website and social media
- Verbal recognition during Pasta Party welcome dinner

Must commit to sponsorship by Sept. 12, 2026 to have logo on event collateral



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 NCC and pledge the following level of sponsorship:

- Presenting Sponsor \$25,000 Wilderness Sponsor \$10,000 Other
- Pasta Party Sponsor \$10,000 Sunday Breakfast Sponsor \$10,000 Happy Hour Sponsor \$5,000
- Transportation Sponsor \$5,000 Aid Station Sponsor \$2,500 Comfort Bag Sponsor \$2,500
- 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
 Will be mailed by
- I would like to be invoiced in the month of:

Signature: Date:

Return to: 2800 Club Center Dr. Sacramento, CA 95835 or email the completed form to Sydney Ellis at sellis@ncc.wish.org. Sponsorship must be secured by October 1, 2026.

WE EXPECT THIS TO BE A SOLD-OUT EVENT, SO BE SURE TO COMMIT EARLY!
FOR MORE INFORMATION, CONTACT SYDNEY ELLIS AT SELLIS@NCC.WISH.ORG