



Make-A-Wish®

# TRAILBLAZE CHALLENGE®

NORTHEASTERN & CENTRAL CALIFORNIA

## 2026 Sponsorship Packet

Hike Weekend: Oct. 23-25, 2026

Hike Date: Oct. 24, 2026

Western States &  
Pioneer Express Trails

Presented By

# Edward Jones®

Make-A-Wish

# TRAILBLAZE CHALLENGE

NORTHEASTERN & CENTRAL CALIFORNIA

Presented By

**Edward Jones**

**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



**TRAILBLAZE  
CHALLENGE**

## 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](mailto: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](mailto:SELLIS@NCC.WISH.ORG)**