



**lemonade**  
for **wishes**

**Make-A-Wish**<sup>®</sup>  
SAN DIEGO

# SPONSORSHIP OPPORTUNITIES

## WHAT IS LEMONADE FOR FOR WISHES

Lemonade for Wishes is a summer fundraising campaign where kids and families host lemonade stands to help grant wishes for local children facing critical illnesses. Participants can sign up, set a goal, and engage their community in a fun and meaningful way while being part of a larger effort across San Diego.

## ABOUT MAKE-A-WISH SAN DIEGO

- Founded in 1983, Make-A-Wish San Diego has granted over 5,600 wishes for kids dealing with critical illnesses.
- Our chapter serves San Diego and Imperial Counties and we grant about 200 wishes each year.
- Make-A-Wish San Diego also welcomes over 170 children each year who visit San Diego.
- The average cost of a wish in our region is \$10,000.

*I wish to have  
a backyard  
playhouse*  
**Lucy, 3**  
cancer



Makayla serving up lemonade and smiles to support Make-A-Wish



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Make-A-Wish  
SAN DIEGO

# SPONSOR BENEFITS



## MAIN SQUEEZE - \$10,000 (SOLD)

### Exclusive Benefits:

- Naming rights: "Make-A-Wish Lemonade for Wishes presented by Rylee + Cru"
- Social media tag on every post (all platforms) + recognition in all campaign eblasts
- Premier logo placement on all campaign materials and website
- Logo placement on Lemonade for Wishes billboard(s)
- Four (4) comped tickets to the Wine & Wishes Gala

Includes all Sweet Supporter benefits below.

## SWEET SUPPORTER - \$5,000

- Recognition as a Lemonade for Wishes campaign sponsor
- Social media recognition + inclusion in all campaign eblasts
- Logo or name placement on campaign website
- Dedicated thank-you video from a wish recipient (for social use)
- Logo inclusion in participant and supporter email communications

Includes all Pitcher Perfect benefits below.

## PITCHER PERFECT - \$2,500

- Recognition as a Lemonade for Wishes campaign sponsor
- Logo or name placement on Lemonade for Wishes website

