

Make-A-Wish  
SAN DIEGO



wine & wishes  
GALA

Magic

2026 Partnership  
Opportunities

October 17, 2026, 5pm  Park Hyatt Aviara Resort

# Together, we transform lives, one wish at a time.

## Make wishes come true.

### 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 granted 200 wishes last year.
- Our chapter also welcomes over 200 children each year who wish to visit San Diego.
- The average cost of a wish in our region is \$10,000.

### PUTTING YOUR COMMITMENT TO WORK

#### Impact

the lives of local families by improving children's emotional and physical well-being and giving them joy, confidence, and hope for the future.

#### Align

your company's brand with the **#1 most trusted nonprofit** operating locally across all 50 states.

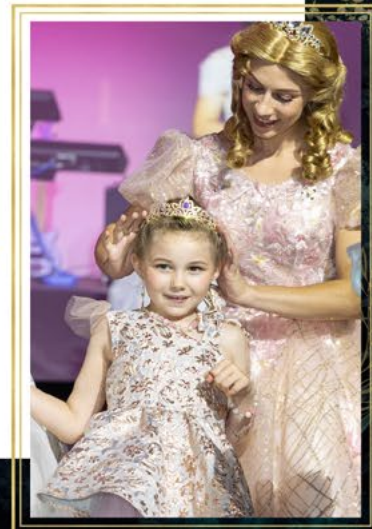
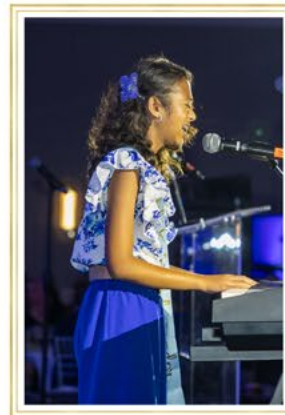
#### Boost

your business' exposure with the opportunity to have **50,000+ impressions.**

### WE RELY ON THE GENEROSITY OF COMMUNITY PARTNERS.

Wishes are the work of an entire community—wish kids, parents, medical professionals, funders, in-kind donors, volunteers, and YOU!

**Our vision is to grant the wish of every eligible child.**



# Elevate your brand.



Make-A-Wish San Diego's Wine & Wishes Gala is a premier fundraising event in Southern California with over 400 individual and corporate partners in attendance.

You have the opportunity to help raise the much-needed funds to reach every eligible child, while elevating your brand through alignment with the most recognized and respected charity.

**WHEN:** Saturday, October 17, 5:00-11:00 p.m.

**WHERE:** Park Hyatt Aviara Resort, Carlsbad, California

**WHAT TO EXPECT:** Black-tie gala, live entertainment, transformational local wish stories, wish family ambassadors, dinner with fine wines, and exciting silent and live auctions!

## Boost your business through a Wine & Wishes Sponsorship

### INCREASE BRAND AWARENESS



**400**  
event attendees



**350**  
volunteers throughout our region

### GENERATE POSITIVE MEDIA EXPOSURE



**25,000+**  
e-newsletter contacts



**21,000+**  
social media followers



As a national organization, Make-A-Wish America has been recognized as the #1 Most Trusted Nonprofit\* (Operating Locally Across 50 States.) As the local chapter serving San Diego and Imperial Counties, we are proud to uphold this high standard of quality and excellence with which the Make-A-Wish name has become synonymous.

*\*based on 2025 Morning Consult data.*

## Ticket Pricing & Sponsorship Opportunities

### EARLY REGISTRATION VIP INCENTIVES:

For all sponsorships received by Friday, August 1, sponsors will receive the following VIP benefits:

- One bottle of champagne for your table
- Entry into an exclusive opportunity drawing to win a two-night stay at the Park Hyatt Aviara with breakfast for two

BENEFITS	Presenting Sponsor \$50,000	Hope is Essential Sponsor \$25,000	Strength to Keep Fighting Sponsor \$15,000	Wishing on a Star Sponsor \$10,000	Table Sponsor \$5,000
Fair Market Value	\$8,770	\$3,500	\$3,500	\$3,500	\$3,500

### MARKETING RECOGNITION

Company logo on event Step and Repeat backdrop for guest photo opportunities and staging*	●				
Opportunity to provide exclusive gift with company logo for all attendees (item to be mutually agreed upon and provided at sponsor's expense)	●				
Exclusive Gobo projection of company logo*	●				
Company ad in printed event program*	Full Page	Full Page	Half Page		
Logo recognition in event signage and program*	●	●	●	●	
Permission to use Make-A-Wish San Diego name/logo (subject to approval)	●	●	●	●	
Recognition on printed promotions*	Logo	Logo	Logo	Logo	
Recognition in "Thanks to our Partners" Video*	Logo + Dedicated Recognition	Logo + Highlighted Recognition	Logo + Highlighted Recognition	Logo	Listing

### EVENT GUEST BENEFITS

Reserved Seating	2 tables of 10 (Prime Seating)	1 table of 10 (Prime Seating)	1 table of 10	1 table of 10	1 table of 10
Option to address guests during event program (pre-recorded option available)	●				
Hotel accommodations on the night of the event	1 room				

## Ticket Pricing & Sponsorship Opportunities (cont'd)

BENEFITS	Presenting Sponsor \$50,000	Hope is Essential Sponsor \$25,000	Strength to Keep Fighting Sponsor \$15,000	Wishing on a Star Sponsor \$10,000	Table Sponsor \$5,000
Fair Market Value	\$8,770	\$3,500	\$3,500	\$3,500	\$3,500
<b>WEB AND PRINT COLLATERAL</b>					
Dedicated social media posts on multiple platforms highlighting partnership	●	●			
Event promotion with local magazines*	●	●			
Annual inclusion on Corporate Partners section of chapter website	●	●			
Tagged in social media promotion of event (Facebook, Instagram, LinkedIn)	●	●	●		
Logo recognition in all event e-blasts: save the date, invitation, post-event thank you	●	●	●	●	
Logo recognition on event website	●	●	●	●	
<b>MISSION INVOLVEMENT</b>					
VIP invitation to enhance a local wish	●	●	●		
Invitation to Make-A-Wish Donor Appreciation Event	●	●	●	●	●

\*Deadlines apply.

Payments must be made by September 1, 2026 to receive full sponsor benefits. Individual tickets available for \$750.

The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of money contributed over the fair market value of goods or services provided by Make-A-Wish San Diego, regardless of the payment source (check, cash, Donor Advised Fund, credit cards, securities). Goods or services include event tickets, tables, sponsorships, auction item values, and raffle tickets.

**QUESTIONS?** Contact Grace Da Silva, Director of Event Philanthropy, [gasilva@sandiego.wish.org](mailto:gasilva@sandiego.wish.org)

## Can't attend but would still like to support? Please consider Underwriting Sponsorship Opportunities

### **\$10,000 | Print Sponsor**

- 1/2 page ad in the event program
- Logo recognition on bidder paddles
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event

### **\$10,000 | Photobooth Sponsor**

- 1/2 page ad in the event program
- Prominent display of logo at photo booth
- Opportunity to provide branded props for use at photo booth
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event

### **\$5,000 | Dessert Sponsor**

- 1/4 page ad in the event program
- Sponsor name announced when dessert is served
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event

### **\$5,000 | Floral Sponsor**

- 1/4 page ad in the event program
- Logo recognition on each table
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event

### **\$5,000 | Valet Sponsor**

- 1/4 page ad in the event program
- Prominent display of logo at valet station
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event

### **\$2,500 | Wish Ambassador Sponsor (2 available)**

- Supports the attendance of wish family ambassadors
- Opportunity to provide a branded gift to all wish children in attendance (item to be mutually agreed upon and provided at sponsor's expense)
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event

### **\$2,500 | Wine Wall Sponsor (2 available) SOLD**

- Prominent display of logo at Wine Wall station
- Logo recognition on take home wine bags
- Logo recognition in the following (deadlines apply):
  - › Event program
  - › Event e-blasts: save the date, invitation, post-event thank you
  - › Event website
  - › "Thanks to our Partners" video
  - › Signage at event



## Sponsorship Commitment Form

COMPANY OR  
INDIVIDUAL NAME \_\_\_\_\_

Please print name exactly as you wish to be listed in our promotional materials.

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

### SPONSORSHIP LEVEL

PRESENTING  
SPONSOR  
\$50,000

HOPE IS  
ESSENTIAL  
\$25,000

STRENGTH TO  
KEEP FIGHTING  
\$15,000

WISHING  
ON A STAR  
\$10,000

TABLE  
SPONSOR  
\$5,000

### UNDERWRITING SPONSORSHIP

PRINT  
SPONSOR  
\$10,000

PHOTOBOOTH  
SPONSOR  
\$10,000

DESSERT  
SPONSOR  
\$5,000

FLORAL  
SPONSOR  
\$5,000

VALET  
SPONSOR  
\$5,000

WISH AMBASSADOR  
SPONSOR  
\$2,500

WINE WALL  
SPONSOR  
\$2,500

### PAYMENT METHOD

ONLINE

CHECK

BY PHONE

INVOICE

The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of money contributed over the fair market value of goods or services provided by Make-A-Wish San Diego, regardless of the payment source (check, cash, Donor Advised Fund, credit cards, securities). Goods or services include event tickets, tables, sponsorships, auction item values, and raffle tickets.

Make-A-Wish<sup>®</sup>  
SAN DIEGO

# Thank You For Supporting Life-Changing Wishes

