

FALL '26 SPONSORSHIP OPPORTUNITIES

Make-A-Wish[®]
SOUTH CAROLINA

TRAILBLAZE
CHALLENGE[®]



*Join a powerful movement. Your sponsorship
brings strength, hope, and joy to local
children with critical illnesses.*

SCTRAILBLAZECHALLENGE.ORG

A Note from the Trailfest Team

*I wish to be
a mermaid*
Journey, 6
blood disorder



It's not a race, it's a journey.

At Make-A-Wish® South Carolina, we believe in the power of a wish. Every day, children across our state are diagnosed with critical illnesses — facing challenges far greater than most of us can imagine. In fiscal year 2026, we granted 250 wishes, each one delivering life-changing moments of hope, joy, and strength to local children and their families. These wishes offer more than a temporary escape — ***they are essential milestones in a child's journey of healing.***

Yet the need continues to grow. Right now, over 300 eligible children in South Carolina are still waiting for their wish. A gift of \$7,500 is recognized as sponsoring a wish, creating hope and joy for a child facing a critical illness. We simply cannot keep pace without the support of generous partners. ***That's where your company can make a life-changing impact.***

The Inaugural Trailblaze Challenge® Trailfest:

Trailblaze Challenge Trailfest®, is a new way to come together and fuel life-changing wishes for kids across South Carolina. This December, we're bringing the Trailblaze community together for a family-friendly day at Table Rock State Park with multiple trail options, wish-inspired moments, and a finish-line celebration for participants and supporters.

Why Partner with Trailblaze Challenge® Trailfest?

1. **Impact:** Your support brings life-changing wishes to local children, giving them strength during their most difficult moments.
2. **Engagement:** Empower your team and strengthen morale by supporting a purpose-driven cause together.
3. **Visibility:** Align your brand with one of the nation's most trusted nonprofit organizations and show your community what you stand for.



When you sponsor the Trailblaze Challenge® Trailfest, you're not just supporting Make-A-Wish—you're helping build a bridge between what's possible and what's extraordinary for children in need. ***Together, we can deliver hope where it's needed most.***

Join us. Help transform hope into reality. We look forward to welcoming you into our circle of champions for children's wishes.

Jody Wilbanks, Michelle Owens, and Chapin Coats
Trailblaze Challenge® Coordinators

CHALLENGE OVERVIEW

Whether you're ready for a full-day hiking challenge, a shorter summit-to-lake route or a family-friendly lake loop, Trailfest gives you a meaningful way to move with purpose and help create life-changing wishes for children in South Carolina with critical illnesses.

Trailfest 2026 Hike Details

- **Recruitment Info Sessions:** August 11th (Upstate) and August 13 (Midlands)
- **Registration Deadline for 12-Mile and 22-Mile Hike:** November 1, 2026 or until full
- **Registration Deadline for 2-Mile Lake Loop:** December 12, 2026 11:00 a.m.
- **Kickoff Training Hikes:** September 19, 2026 (Upstate) and September 20, 2026 (Midlands)

Participants will be able to choose from three route options:

- **22-Mile Route:** A challenging, full day Trailblaze experience for hikers ready to take on Table Rock's trails and surrounding mountain terrain.
- **12-Mile Route:** A powerful mid-distance route with two start options, giving hikers a meaningful challenge and a memorable Trailblaze experience.
- **2-Mile Lake Loop Route:** A family-friendly option designed for supporters of all ages, with support and celebration stations along the way.

Each route will include support, fundraising resources and opportunities to connect with the wish mission.

The Trailfest Journey

We support our hikers every step of the way - from the first info session to the final mile.

Training & Preparation

- Training guidance and group training opportunities
- Gear, nutrition and navigation resources
- Fundraising tools, coaching and clinics
- Connection to the South Carolina Trailfest community
- Trailfest swag and fundraising incentives
- Opportunities to attend the Trailfest celebration dinner and festival

Final Hike Weekend

- After the hikes, 12-mile and 22-mile participants and supporters will gather at Pinnacle Pavilion for a celebration dinner and festival featuring wish inspiration, participant awards, music, games, community activities and Trailblazer-style experiences.



OUR ALIGNMENT



AMPLIFY YOUR IMPACT WITH TRAILFEST SPONSORSHIP

Since 2015, the Trailblaze Challenge has:

- Celebrated 11 years
- Completed 23 seasons
- Hosted 49 hike weekends
- Welcomed over 2,300 participants
- Raised more than \$7 million for wishes

For over 11 years, the Make-A-Wish SC has united companies, communities, and individuals around a bold goal: to grant life-changing wishes for children with critical illnesses in South Carolina.

A Trailfest sponsorship goes beyond helping local children. It aligns your brand with one of the nation's most trusted nonprofits while showcasing your commitment to employee engagement, social responsibility, and meaningful community impact.

*I wish to go on
a Disney Cruise*
Ayaan, 8
cancer

IT MAKES GOOD SENSE

Give Back: Support wish families and contribute to societal improvement, creating a lasting positive impact.

Enhance Reputation: Boost your company's public image and stakeholder engagement by aligning with a respected charitable brand.

Improve Culture: Establish a clear social mission to increase employee satisfaction, reduce turnover, and boost productivity through enhanced employee engagement.

Drive Sales: Engage in social generosity and transparency to attract consumers who prioritize businesses with a positive social impact, helping to drive sales.

Brand Exposure: Gain visibility with hundreds of hikers, supporters and volunteers. Reach more than 20k social media followers, amplifying your brand's presence and influence.

SPONSORSHIP OPPORTUNITIES

1 Available

Presenting Sponsor | \$15,000

Represents
2 wishes!

- Official Event Name: Company name/logo within event title and featured on all marketing and event collateral as “Presented by”
- Sponsor acknowledgement included in press release and media interview opportunities
- Social media posts across Make-A-Wish South Carolina platforms illustrating support of event & Make-A-Wish South Carolina
- Company name/logo featured on start and finish line signage on hike weekend
- Logo on event step & repeat backdrop **co-branded with Trailfest Photo Sponsor*
- Opportunity for company representative to kick off 2-mile Family Lake Loop route
- Opportunity for company representative to speak at Victory Dinner Celebration event and during livestreamed interviews on social media
- Company recognition at Victory Dinner Celebration and during event livestreams on social media
- Sponsorship acknowledged on event website, Lake Loop Opening Ceremony, and 8 Lake Loop signs
- 4 complimentary 12- or 22-mile route registrations for employees to participate in program **hiker must be committed by the end of recruitment period (Nov. 1)*
- 12 complimentary 2-mile Lake Loop Hike registrations for employees to participate
- VIP Parking for 3 vehicles with company logo on spaces
- Special message from wish kid to share both internally & externally
- Opportunity to host a Wish Celebration
- Opportunity to provide participant gift in event weekend welcome bag

**Sponsorship may be applied toward participant fundraising*



Platinum Sponsor | \$12,500

- Logo on signage at start and finish on Hike Weekend
- Social media posts across Make-A-Wish South Carolina platforms illustrating support of event & Make-A-Wish South Carolina
- Logo on feather flags at start and finish on Hike Weekend
- Sponsorship acknowledged on event website, Lake Loop Opening Ceremony, and 6 Lake Loop signs
- Company recognition at Victory Dinner Celebration and during event livestreams on social media
- Opportunity to speak during a during an event livestream on social media
- Logo on hike weekend signage and collateral
- Logo on participant t-shirt
- 3 complimentary 12- or 22-mile registrations for employees to participate in program **hikers must be committed by the end of recruitment period (Nov. 1)*
- 10 complimentary Lake Loop Hike registrations for employees to participate
- Special message from wish kid to share both internally & externally
- Opportunity to host a Wish Celebration
- Opportunity to provide participant gift in event weekend welcome bag

**Sponsorship may be applied toward participant fundraising*



SPONSORSHIP OPPORTUNITIES

Gold Sponsor | \$10,000



- Social media posts across Make-A-Wish South Carolina platforms illustrating support of event & Make-A-Wish South Carolina
- Sponsorship acknowledged on event website, Lake Loop Opening Ceremony, and 4 Lake Loop signs
- Logo on hike weekend signage/collateral/tshirt
- Company recognition at Victory Dinner Celebration and during event livestreams on social media
- Logo on feather flags at start and finish on Hike Weekend
- 2 complimentary 12- or 22- mile registrations for employees to participate in program *hiker must be committed by the end of recruitment period (Nov. 1)
- 8 Complimentary Lake Loop Hike registrations for employees to participate
- Special message from wish kid to share both internally & externally
- Opportunity to host a Wish Celebration
- Opportunity to provide participant gift in event weekend welcome bag

**Sponsorship may be applied toward participant fundraising*

Silver Sponsor | \$5,000

- Social media posts across Make-A-Wish South Carolina platforms illustrating support of event & Make-A-Wish South Carolina
- Sponsorship acknowledged on event website, Lake Loop Opening Ceremony, and 2 Lake Loop signs
- Company name acknowledged during Victory Dinner Celebration
- Logo on participant t-shirt
- 6 Complimentary Lake Loop Hike registrations for employees to participate
- Opportunity to attend a Wish Celebration
- Opportunity to provide participant gift in event weekend welcome bag

**Sponsorship may be applied toward participant fundraising*

Bronze Sponsor | \$2,500

- Sponsorship acknowledged on event website, Lake Loop Opening Ceremony, and 1 Lake Loop sign
- Logo on participant t-shirt
- Opportunity to attend a Wish Celebration
- Opportunity to provide participant gift in event weekend welcome bag

**Sponsorship may be applied toward participant fundraising*



WISH SPECIALTY SPONSORSHIP OPPORTUNITIES

*Represents
1 wish!*

All Wish Specialty Sponsors receive:

- Logo on hike weekend signage/collateral/tshirt
- Logo on signage at start and finish on Hike Weekend
- Social media posts across Make-A-Wish South Carolina platforms illustrating support of event & Make-A-Wish South Carolina
- Sponsorship acknowledged on event website, and Lake Loop Opening Ceremony
- Company recognition at Victory Dinner Celebration and during event livestreams on social media
- 2 complimentary 12- or 22- mile registrations for employees to participate in program
**hiker must be committed by the end of recruitment period (Nov. 1)*
- 5 complimentary Lake Loop Hike registrations for employees to participate
- Special message from wish kid to share both internally & externally
- Opportunity to host a Wish Celebration
- Opportunity to provide participant gift in event weekend welcome bag

**Sponsorship may be applied toward participant fundraising*

One available of each:

Welcome Parking Sponsor | \$7,500

- Sponsor logo on signage throughout participant parking lot
- 2 VIP parking spaces with logo on signage



Pinnacle Pavillion Sponsor | \$7,500

- Sponsor logo on signage throughout the Pinnacle Pavillion where all participants gather

Victory Dinner Sponsor | \$7,500

- Sponsor logo on signage throughout Victory Celebration Dinner location

Trailfest Photo Sponsor | \$7,500

- Logo on co-branded Step and Repeat photo station during Event

Transportation Sponsor | \$7,500

- Magnet placed on hiker transport vehicles displaying "Transportation provided by" sponsor with logo



Make-A-Wish®
SOUTH CAROLINA

Wish Celebrations

What is a Wish Celebration?

A wish celebration, sometimes called a send-off party or a wish reveal, is a way volunteers, donors or staff celebrate an upcoming wish with a wish kid. Wish kids learn exactly when their wish is coming true and receive any necessary details they need. Sometimes, a celebration is held as a homecoming party when the child returns from their wish.

Why are Wish Celebrations Important?

Celebrations build excitement and anticipation for their life-changing experience or help emphasize that their wish wasn't just a moment in time - it's an experience that will last for years to come or a lifetime. Celebrations are also an opportunity for the community to come together. Wishes are not possible without community support. At a celebration, supporters can rejoice in the special experience together with the wish family.

SPONSORSHIP COMMITMENT FORM



Ready to join us as a partner in hope? Please complete the below form and submit it to us via the instructions provided. We'll be in touch shortly to personally thank you for your gift and ask any follow-up questions. Thank you for leading our community with your generous sponsorship. You are giving a wish family the immeasurable power of hope. **Sponsorship benefits are based on sponsorship dollars only and are not earned through participant fundraising totals. Individual fundraising contributions cannot be applied toward sponsorship packages or benefits.*

SPONSOR INFORMATION

Fall 2026 Hike

Name:

Company:

Address:

City:

State:

Zip:

Phone:

Email:

Sponsorship Level: ☐ \$15,000 ☐ \$12,000 ☐ \$10,000 ☐ \$5,000 ☐ \$2,500

☐ Welcome Parking Sponsor \$7,500 ☐ Pinnacle Pavillion Sponsor \$7,500 ☐ Trailfest Photo Sponsor \$7,500

☐ Transportation Sponsor \$7,500 ☐ Victory Dinner Sponsor \$7,500

Sponsor name to receive credit:

List company in all materials as:

Please provide your company logo (if applicable) in EPS and PNG formats: ccoats@sc.wish.org with a subject line: TBC Sponsorship. Please include a copy of this form. **Sponsorship forms, payment and logos must be received by October 23, 2026.**

METHOD OF PAYMENT

☐  I have enclosed a check/cash.

☐ Please contact me to process my credit card by phone.

☐ I am paying my sponsorship donation online.

Be sure to click "participant" if you wish to apply your donation to a specific hiker's goal

[Scan or click here to
donate online](#)



Signature:

TWO WAYS TO CONFIRM

1. Mail your commitment form with payment to Make-A-Wish at:
Make-A-Wish® South Carolina - 225 S. Pleasantburg Dr. Ste. C17, Greenville, SC 29607
2. Email your reply with attached completed form to Chapin Coats - ccoats@sc.wish.org

More than a hike.

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



sctrailblazechallenge.org

225 S. Pleasantburg Dr. Ste. C17
Greenville SC 29607

Office: [864.250.0702](tel:864.250.0702) | Direct: [804.543.3449](tel:804.543.3449)

ccoats@sc.wish.org