



*I wish to have a
Bailey Built
wheelchair*

Etta, 6
neuromuscular
disorder

#1

MORNING CONSULT®
2026

Most Trusted Nonprofit
Operating Locally Across 50 States

MAKE-A-WISH®

Make-A-Wish®
NORTHEASTERN & CENTRAL CALIFORNIA

RESULTS RADIO

RADIOthon

2027 SPONSORSHIP PACKET

FRIDAY, MARCH 19, 2027

MOUNT SHASTA MALL | REDDING, CA | 6:00 AM - 6:00 PM

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



Brought to you by Results Radio, listeners will hear the transformational power of a wish directly from wish families. For twelve hours you will hear from wish kids and their families, volunteers and sponsors who have been impacted by life-changing wishes in the North State.

On this one magical day, we'll be turning your phone calls into hope, raising vital funds to continue to grant life-changing wishes to local children. Tune in to 96 KTO, Q97, Red 103.1, Power 94.7, BOB FM 107.1.



SPONSORSHIP LEVELS

	PRESENTING SPONSOR \$15,000	WISH SPONSOR \$7,500	COURAGE SPONSOR \$5,000	JOY SPONSOR \$2,500	HERO SPONSOR \$1,500
PRIMARY SELECTION FOR THE SPONSOR OF THE HOUR TIME SLOT	★				
DIGITAL SHOUTOUT DURING MAW NCC'S WEEK OF WISHES	★	★			
LOGO ON EVENT WEBSITE AND RESULTS RADIO WEBSITE, AS WELL AS E-BLASTS AND SOCIAL MEDIA PROMOTION	★	★	★	LISTED	
LOGO ON EVENT COLLATERAL	★	★	★	LISTED	LISTED
PROMOTIONAL MENTIONS IN 600+ COMMERCIALS	★	★	★	★	★
OPPORTUNITY TO MAKE LIVE ON-AIR DONATION	★	★	★	★	★
SPONSOR OF THE HOUR*	★	★	★	★	★

*Sponsor of the Hour includes the opportunity for brand promotion via tent/signage at drive-through donation site, on-air time, and/or merchandise distribution. Sponsors of \$2500+ are guaranteed individual time slots. Hero Sponsors are not guaranteed an exclusive hour, depending on number of participants.

MARKETING BENEFITS VARY BY DATE OF SPONSORSHIP AGREEMENT



*I wish to have a
new accordion*

Kevin, 17
brain tumor



SPONSORSHIP COMMITMENT PLEDGE FORM

Contact Name:

Company/Name for Recognition:

Address:

City: State: ZIP:

Phone: Email:

Payment Contact (if different than above)

Name:

Email:

Phone Number:

I am proud to partner with Make-A-Wish Northeastern & Central California and pledge the following level of sponsorship:

- ☐ Presenting Sponsor \$15,000 ☐ Wish Sponsor \$7,500 ☐ Courage Sponsor \$5,000
☐ Joy Sponsor \$2,500 ☐ Hero Sponsor \$1,500 ☐ Other

Method of Payment (Payments must be complete by Friday, March 19, 2027):

- ☐ Mail check to The Wishing Place
☐ Deliver check in-person on March 19, 2027
☐ Credit card or ACH (bill.com invoice)
☐ Other:

Please make checks out to:
Make-A-Wish
Northeastern & Central California

Send checks to:
The Wishing Place
2800 Club Center Drive
Sacramento, CA 95835

TAX ID/EIN: 68-0027351

Estimated payment date:

An invoice from Bill.com will be sent upon completion of this form.

Your support is essential to our mission and event. By signing this document, you agree to pay your sponsorship in full by the above due date unless an alternative mutual agreement is made. Should the 2027 Results Radio Radiothon be canceled for any reason, you waive your right to the exchange of services included in this pledge agreement and agree to offer the amount stated above as a general donation.

Signature: Date:

For inquiries or assistance, please contact:

Event Lead: Seth Browner - sjbrowner@ncc.wish.org | 916.692.3932

Sponsorship Benefits: Nick Dominguez - ndominguez@ncc.wish.org | 916.518.9318

Payment & Billing: Deana Nelson - finance@ncc.wish.org | 916.226.3972