

Sky Full of Wishes

28th Annual Riverbend Gala
Saturday, April 17, 2027
Waterfront Convention Center
Bettendorf

Together we create life-changing wishes for Iowa children with critical illnesses.
Bring hope, strength, and joy to families when it is needed most.

Transforming Lives through the Riverbend Gala

Guests will enjoy dinner, live and silent auctions plus wish stories that will touch your heart and inspire you.

250+
children

in IOWA are waiting
for their wish

\$15,000
Per Wish

Average Cost of a
Wish

5,000+
Wishes Granted

since inception in 1987

40
YEARS

Make-A-Wish Iowa is
celebrating our 40th
Anniversary

Why Wishes Can't Wait

The need for life-changing wishes in Iowa is at an all-time high.

While we are granting a record number of wishes for Iowa kids fighting critical illnesses, we know we are not reaching all eligible children across the state. This year we need to grant **200** or more wishes and find **270** children who need a life-changing wish as part of their medical treatment journey — but this is not possible without your support.

Wishes are not just a nice to have; they are a necessary part of a child's medical treatment journey. We need your support to ensure every eligible child receives this life-changing opportunity.



*I wish to have an
English Bulldog puppy*

Lynsey, wish granted 2021
leukemia



Lynsey's Story

Learn more: <https://wishreportiowa.com/> | Impact Study: <https://wish.org/impact-study>

Contact: nspangler@iowa.wish.org | 402-649-7005 | 3009 100th St. Urbandale, Iowa 50322

www.wish.org/iowa

2026 Make-A-Wish Iowa Riverbend Gala



Record-Breaking Impact

32 Wishes Granted



<https://wishreportiowa.com/>



EVERY 20 MINUTES,
a family hears the
devastating news that
their child is diagnosed
with a critical illness.

80% of them
will experience
traumatic stress.

Wish Kid
Addison
heart condition

The Impact of a Make-A-Wish®

Trauma Relief



9 out of 10
wish kids

reported that
the wish
experience
relieved them
from traumatic
stress.

Emotional & Mental Well-Being



9 out of 10
wish parents

saw their child's
emotional
well-being improve
with a wish.

Turning Point



9 out of 10
medical
providers

say a wish
increased
compliance with
treatment.

Strength to Fight



8 out of 10
wish kids

reported that
their wish gave
them the
strength to fight
their critical
illness.

Long-Term Impact



9 out of 10
medical
providers

Observed that the
wish experience
has a positive
impact on a child's
physical well-being
and overall quality
of life.

Wish Impact Results: www.wish.org/impact-study

Evan's Wish Video: <https://youtu.be/1A19YP07HA4>

Annual Report: <https://wishreportiowa.com/>





★ CELEBRATING 40 YEARS OF WISHES ★

TEAM UP WITH ONE OF THE MOST RECOGNIZED BRANDS IN THE COUNTRY

Make-A-Wish Iowa grants life-changing wishes for Iowa children with critical illnesses. The Make-A-Wish brand resonates with consumers, and an alignment with Make-A-Wish can drive increased sales and customer loyalty for our sponsors.

TOP 10%

Make-A-Wish ranks in the top 10 percent of all U.S. brands for quality, trust, social impact, shared values, and reputation.



78%

of consumers feel they are doing something positive for their community by purchasing from a company that supports Make-A-Wish.



71%

of consumers are more likely to choose a company that supports Make-A-Wish over other companies.



87%

of consumers will purchase a product because a company advocated for an issue they cared about.



92%

of employees agree they would be more committed to their employer if their employer was to support Make-A-Wish.

WHICH PARTNERSHIP WORKS FOR YOU?

SPONSORSHIP

Support a specific campaign, event, operational or direct wish cost. Event Sponsorship opportunities are listed on our website: wish.org/iowa/events.

IN-KIND SUPPORT

There are countless possibilities: printing, auction items, advertising, office supplies, wish enhancements, and more!

VOLUNTEER

Volunteers are the backbone of making wishes come true! Every wish requires two volunteer wish granters. Event volunteers are also needed across the state.



SPONSORSHIPS

PRESENTING SPONSOR – \$10,000 (SOLD)

- Listed as presenting sponsor on all advertising and promotional materials, including save the dates, invites, and event e-blasts
- Name included on event invitation and promotions, including e-blasts and program
- Dedicated posts on Make-A-Wish Iowa Facebook page and LinkedIn
- LinkedIn Top Sponsor post and Facebook event post
- Opportunity to present the kickoff toast at the gala or provide a prerecorded video
- Logo with company website link featured on mobile bidding site
- Logo included in evening presentation
- Opportunity to include a message to attendees in thank-you email
- Two front-row tables of eight with signage
- Selfie stand wrap with company logo on the wrap and on photos sent to guests
- Complimentary bottle of Champagne for your tables



HOPE SPONSOR – \$7,500

- Name included on event invitation and promotions, including e-blasts and program
- Logo with company website link featured on mobile bidding site
- Featured Facebook post on the gala event page
- Logo included in evening presentation
- One front-row tables of eight with signage
- Complimentary bottle of Champagne for your tables



STRENGTH SPONSOR – \$5,000

- Name included on e-blasts and program
- Featured Facebook post on the gala event page
- Logo included in evening presentation
- Table of eight with signage
- Complimentary bottle of Champagne for your tables

SIGNATURE DRINK SPONSOR – \$4,000 (SOLD)

- Create a custom drink and drink station with the Waterfront Convention Center to represent your brand at the gala
- Signage with logo near drink station, listed as Signature Drink Sponsor
- Table of up to eight with signage



FASB 606 requires non-profits to recognize revenue at specific times for event-based donations and sponsorships. In accordance with an update from the Financial Standards Accounting Board, Make-A-Wish Iowa will reach out to you in the rare instance that this event would have to be rescheduled to see if you would like a refund or if you would still like for your donation to be maintained with Make-A-Wish Iowa for the rescheduled event or to impact the mission. For more information on FASB 606 please speak with your organization or personal tax advisor.



SPONSORSHIPS

COCKTAIL HOUR SPONSOR – \$4,000 (SOLD)

- Sponsor the beer and wine during the cocktail hour
- Signage with logo near drink station, listed as Cocktail Hour Sponsor
- Table of up to eight with signage

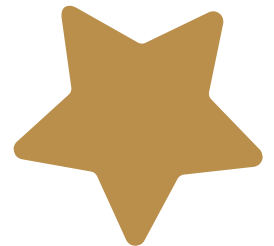


AUCTION SPONSOR – \$3,500 (limit 1)

- Logo displayed during live auction and featured on silent auction event signage
- Opportunity to provide a silent auction package that will be featured as the first listing, package 101, at the top of the silent auction site
- Table of up to eight with signage

40 YEARS OF WISHES CHAMPAGNE WELCOME SPONSOR – \$3,000 (limit 1)

- Help us raise a glass to 40 years of wishes!
- Welcome each gala guest with a complimentary glass of champagne as we celebrate Make-A-Wish Iowa's 40th birthday
- Recognition as the 40th Birthday Champagne Welcome Sponsor
- Logo featured on signage at the champagne welcome
- Logo included in the evening presentation and program
- Table of up to eight with signage



40 YEARS OF WISHES FAMILY CELEBRATION SPONSOR— \$2,500 (limit 1)

- Help us celebrate the wish children and families whose journeys inspire our mission. This sponsorship provides a special welcome and commemorative keepsake for wish families attending the Riverbend Gala during Make-A-Wish Iowa's 40th anniversary year.
- Provide each attending wish child and family with a special keepsake.
- Recognition as the 40 Years of Wishes Family Celebration Sponsor
- Logo included in the gala program and evening presentation
- Verbal recognition during the gala program
- Table of up to eight with signage



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JOY SPONSOR — \$2,500

- Listed as Joy Sponsor on gala event Facebook post
- Logo included in evening presentation and program
- Table of eight with signage

STAR SPONSOR — \$1,500

- Logo included in evening presentation and program
- Table of eight with signage

WISH ALUMNI SPONSOR — \$500

- \$500 sponsorship will directly support hosting wish alumni at the Riverbend Gala - giving them the opportunity to reconnect, celebrate, and share the impact of their wish journey
- Recognition as a Wish Alumni Sponsor during the program
- Name listed on program
- Recognition on shared alumni table signage
- Social media shoutout highlighting your support of Wish Alumni

FILL THE STAR

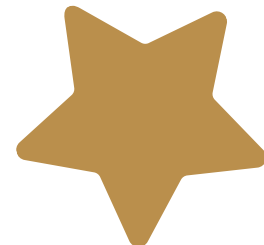
DONATE DIRECTLY TO A WISH — \$500 - \$14,999

- Choose your level from \$500-\$14,999
- Highlighted during the Fill the Star program
- Highlighted on social media

WISH CHAMPION

FULLY FUND A WISH — \$15,000+

- Grant a life-changing wish for an Iowa child
- Highlighted during the live Fill the Star program
- Recognized as a Circle of Hope member
- Dedicated social media recognition
- Receive a table of eight with signage



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SPONSOR INFORMATION:

Name_____

Company_____

Address _____

City, State, Zip_____

Phone_____

Email_____

I cannot attend this year but would like to make a donation of \$_____ to help grant wishes.

PAYMENT INFORMATION:

SPONSOR LEVEL: _____

Priority Renewal Option: *Returning sponsors will receive first right of refusal for their current sponsorship tier, ensuring exclusive opportunity to renew before it becomes available to new sponsors.*

Wish Champion \$15,000+: _____

TOTAL DUE: _____

☐ Check enclosed payable to:
Make-A-Wish® Iowa
3009 100th Street Urbandale, IA 50322

☐ Please invoice my company:
Email: nspangler@iowa.wish.org

JUST WANT TO ATTEND?

Table for up to Eight: \$950

Deadline to be included on the invite: Feb. 1

Deadline to be included in the evening presentation: Mar. 12

Thank you for supporting our Wish Kids!

The Make-A-Wish Foundation® of Iowa is exempt under Section 501(c) (3) of the Internal Revenue Code, making this gift tax deductible.

EIN: 42-1310530