

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 Des Moines Gala

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

The Key to *Unlocking Wishes* is YOU

For 40 years, Make-A-Wish Iowa has unlocked hope, strength, and joy for children fighting critical illnesses. A wish is more than a moment—it is a life-changing experience that brings courage during treatment, strengthens families, and reminds a child they are not alone.

As a sponsor, you help unlock that possibility for more Iowa children. Your partnership fuels the next wish, expands our reach across the state, and ensures more eligible children receive the hope and joy of a wish as part of their medical treatment journey.

The need has never been greater. This year, Make-A-Wish Iowa must grant 200 or more wishes and find 270 children who are waiting for the life-changing impact of a wish. Together, we can celebrate 40 years of wishes while opening the door to every wish still waiting.



260
children

in IOWA are waiting for
their wish

40
years

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

\$15,000
per wish

Average Cost of a Wish

"He just looked at me and he was like, 'Mom, my wish really came true. Wishes don't come true for a lot of people.' He was just a happy little boy when he said it."

— Cheri, Steven's Mom



Steven's Story

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

Contact: nbrecht@iowa.wish.org | 515-334-2636 | 3009 100th St. Urbandale, Iowa 50322

www.wish.org/iowa

2026 Make-A-Wish Iowa Des Moines Gala

Sneakers + Sparkles



Record-Breaking Impact

40 Wishes Granted



<https://wishreportiowa.com/>



Wish Kid
Addison
heart condition

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.

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/>



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 partners.

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.



EXCLUSIVE OPPORTUNITIES

PRESENTING SPONSOR — \$50,000 (limit 1)

Honorary Chair opportunity | Listed as presenting sponsor on all advertising & promotional materials | Dedicated social media posts on LinkedIn and Facebook | Host a branded experience during cocktail hour | Kick-off toast | Logo on mobile bidding site & evening presentation | Recognized as a 2027 Circle of Hope Member | Three Premier tables of up to 10 guests with champagne and personal bartender

WISH CHAMPION SPONSOR — \$30,000 (limit 1)

Listed as champion sponsor on all advertising & promotional materials | Kick off Fill the Star from stage with your \$15,000 donation (included in sponsorship) | Logo on all bidder paddles | Recognized as 2027 Circle of Hope Member | Dedicated social media posts on LinkedIn and Facebook | Logo on mobile bidding site & evening presentation | Two Premier tables of up to 10 guests with champagne and personal bartender

VALET SPONSOR — \$7,500 (limit 1)

Exclusive branding at valet drop-off/pick-up | Recognition in pre-event communication | Logo in evening presentation | LinkedIn & Facebook posts | Premier table of up to 10 guests with champagne and signage showcasing your support

AUCTION SPONSOR — \$7,500 (limit 1)

Logo displayed during live auction & on auction event signage | Opportunity to provide first auction package listed online | Logo in evening presentation | LinkedIn & Facebook posts | Premier table of up to 10 guests with champagne and signage showcasing your support

SIGNATURE DRINK SPONSOR — \$6,500 (limit 1)

Custom drink & station representing your brand | Logo on beverage napkins | LinkedIn & Facebook posts | Premier table of up to 10 guests with champagne and signage showcasing your support

AFTER PARTY SPONSOR — \$4,000 (limit 3 or \$12,000 for exclusivity)

Featured Facebook post | Logo displayed throughout after party space | Preferred table of up to 10 guests with signage showcasing your support

SPONSORSHIPS

HOPE SPONSOR — \$10,000

Name included on event invitation and electronic promotions including event e-blasts | Dedicated social media post on LinkedIn and Facebook | Logo in evening presentation | Two Premier tables of up to 10 guests with champagne and personal bartender

STRENGTH SPONSOR — \$5,000

Featured Facebook post | Logo in evening presentation | Complimentary champagne bottle | Preferred table of up to 10 guests with signage showcasing your support

JOY SPONSOR — \$3,000

Listed as Joy Sponsor on Facebook post | Logo in evening presentation | Preferred table of up to 10 guests with signage showcasing your support

STAR SPONSOR — \$2,000

Preferred table of up to 10 guests with signage showcasing your support

FILL THE STAR

DONATE DIRECTLY TO A WISH — \$500 - \$15,000+

Choose your level | Highlighted during live Fill the Star program | \$15,000+ recognized as 2027 Circle of Hope Member and receive table of 10 with signage showcasing your support | Commit \$500+ by April 9th for star in event walkway

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.





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.*

FILL THE STAR DONATION: _____

TOTAL DUE: _____

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

- ☐ Please invoice my company.
[Email: nbrecht@iowa.wish.org](mailto:nbrecht@iowa.wish.org)

JUST WANT TO ATTEND?

Guest table for 10 - \$1,750 (non-sponsorship seating option)

Deadline to be included on the invite: February 1

Deadline to be included in the evening presentation: April 15

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.

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