

GOLF FOR WISHES

Presented by the Green Bay Packers & CentralAlliance Credit Union

Monday, July 16, 2018 | Butte des Morts Country Club, Appleton

SPONSORSHIP OPPORTUNITIES



MAKE A WISH[®]
Wisconsin



ABOUT MAKE-A-WISH®

Make-A-Wish® Wisconsin grants the wishes of local children battling life-threatening medical conditions to provide the hope, strength & joy they need to endure dark and challenging times.

The gift of a wish has a profound impact on the children we serve and their families! According to a national wish impact study, 95% of wish parents observed a wish come true made their child feel stronger, more energetic and more willing to comply with difficult, but vital, treatment regimens. For many their wish marks a turning point in the fight against their illness!

Since the founding of Make-A-Wish Wisconsin in 1984, more than 6,200 families have experienced the transformative power of a wish. Last year we granted a record-breaking 400 wishes—more than a wish a day! Currently there are more than 380 wishes in progress. As wishes continue to increase in numbers, we need your help to reach our important goal of granting a life-affirming wish for every medically-qualified child!

HELP US CLOSE THE GAP

- Financial support for Make-A-Wish Wisconsin comes from a combination of individual, corporate & foundation donors.
- We are on pace to grant a record-breaking **412** wishes for Wisconsin children this fiscal year.
- More than **500** Wisconsin children will be diagnosed with a life-threatening medical condition this year alone.
- The average cost of a wish is **\$6,700** in cash expenses.
- We have seen a **21%** increase in qualified wish referrals through a dedicated medical outreach plan.
- More qualified referrals = **greater need** for funds.

YOUR IMPACT

- **A wish** improves a child's state of mind, replacing fear with happiness and helping them to feel normal again.
- **99%** of parents reported that the wish experience gave their children increased feelings of happiness.
- **96%** of parents said the wish strengthened their families.
- **96%** of health professionals observe improvements in a child's emotional health after receiving their wish.
- **89%** of nurses, doctors, social workers and child life specialists believe that a wish experience positively influences a child's physical health.
- **85%** of parents observed a decrease in their children's anxieties or fears.

Jack, 17

kidney transplant

I wished to ski and snowboard in Aspen, CO

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Join us on **Monday, July 16, 2018** at Butte des Morts Country Club in Appleton for a great day of golf at one of Wisconsin's best private courses! Enjoy fun hole activities, special treats throughout the golf course, chances to win valuable prizes and the opportunity to meet local wish kids. Plus, enjoy an impressive auction, a delicious dinner, an inspiring program featuring a wish family & more!

- 10:00 a.m.** Registration
- 11:00 a.m.** Shotgun Start – Scramble Format
- 4:00 p.m.** Reception & Silent Auction
- 5:00 p.m.** Dinner & Program Featuring a Wish Child

BENEFITS OF YOUR SUPPORT

- **85%** of Americans have a more positive image of a company when they support a cause they care about.
- Your support for Make-A-Wish Wisconsin will resonate deeply with local consumers! Make-A-Wish ranks in the **top 10%** of all commercial U.S. brands for trust, quality, reputation, likelihood to recommend, social impact and emotional connection to consumers.
- Sponsorship of **Golf for Wishes presented by the Green Bay Packers & CentralAlliance Credit Union** showcases your company's investment to our community and to the more than 200 local business leaders in attendance.
- Please see the excellent benefits awarded with each sponsorship package on the next page.
- We are happy to discuss **custom package options** with you to meet your specific community outreach goals!

SPECIAL THANKS TO OUR DEDICATED COMMITTEE:

Dave Bushelle, *School Specialty*

Jena Dahlk, *Courtyard Appleton Riverfront*

Ray De Roche, *Custom Printing & Mailing, LLC*

Kathie Hacker, *UnitedHealthcare of WI*

Chad Janke, *Schenck SC*

Scott Jensen, *Appleton Ice, Inc.*

Travis Jones, *American National Bank*

Tonni Larson, *CentralAlliance Credit Union*

Carl Riske, *Make-A-Wish Volunteer*

Karen Riske, *Make-A-Wish Volunteer*



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SPONSOR BENEFITS

The following sponsorship packages are designed to maximize your company's recognition at every level of engagement. Make-A-Wish Wisconsin is happy to discuss custom package options to meet your goals.

| | HOLE | MAGIC | JOY | STRENGTH | HOPE | PRESENTING |
|---|------|-------|-----|----------|------|------------|
| Recognition on signage at the event | ★ | ★ | ★ | ★ | ★ | ★ |
| Special recognition of sponsorship during event | ★ | ★ | ★ | ★ | ★ | ★ |
| Foursome to golf 18 holes (includes lunch, dinner & use of two golf carts) | | ★ | ★ | ★ | ★ | ★ |
| Special gift for each golfer | | ★ | ★ | ★ | ★ | ★ |
| Sponsorship plaque featuring unique artwork from a Wisconsin wish child | | | ★ | ★ | ★ | ★ |
| Sponsorship of a hole with prominent signage and table for company reps to provide info or items | | | ★ | ★ | ★ | ★ |
| Company logo included in all event print materials | | | | ★ | ★ | ★ |
| Company logo included on Golf For Wishes website, linked directly to your corporate website | | | | ★ | ★ | ★ |
| Sponsorship of a wish (including gold star engraved with child's name & story) | | | | ★ | ★ | ★ |
| ADDITIONAL foursome (includes lunch, dinner & use of an ADDITIONAL two golf carts) | | | | | ★ | ★ |
| Inclusion in publicity outreach to local media | | | | | ★ | ★ |
| Sponsorship of ADDITIONAL wish (including gold star engraved with child's name & story) | | | | | | ★ |
| Company logo positioned on golf gift awarded to each participant | | | | | | ★ |
| Speaking opportunity during dinner and awards program | | | | | | ★ |
| Recognition in Make-A-Wish newsletter and email newsletter (each with 20,000+ reach) | | | | | | ★ |
| Event naming rights (the name of this elite, meaningful and important event will include your company name) | | | | | | ★ |

IN-KIND BENEFITS

AUCTION / PRIZE DONOR BENEFITS

- Auction items of significant value will receive extra recognition during dinner
- Item(s) will be prominently displayed at the event in front of more than 200 guests
- Company name and item description will be included on auction display boards
- Additional recognition through electronic bidding on guest's cell phones

FOOD & BEVERAGE DONOR BENEFITS

- Your product distributed directly to 200 guests on the course throughout the day.
- Company logo included on event signage.
- Special recognition for providing snacks and/or beverages.
- Excellent opportunity to interact with guests and promote your business.
- Make-A-Wish volunteers are also available to distribute product for you.

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SPONSOR REPLY FORM

Business, Foundation or Individual: _____

Contact Person: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Please e-mail your company logo to kteofilo@wisconsin.wish.org by **March 30, 2018** to be included in all of our event promotional material.

Sponsorship Opportunities

- Presenting Sponsor: \$10,000
- Hope Sponsor: \$5,000
- Strength Sponsor: \$3,000
- Joy Sponsor: \$2,000
- Magic Sponsor: \$1,000
- Hole Sponsor: \$500
- Dinner Only: \$50
- I cannot attend, but would like to make a tax-deductible donation of: \$_____

Donations for Auctions, Hole Event Prizes or Food/Beverages to Serve

- Product
- Service
- Gift Cards
- Other (Please see suggestions on back)

Retail Value (as determined by the donor)

\$ _____

- My donation is enclosed.
- Contact me about picking up donation.

DONATION PAYMENT INFORMATION

- Check enclosed (made payable to Make-A-Wish® Wisconsin)
- Please send me an invoice
- Please charge my Credit Card Visa MasterCard Discover American Express

Card Number: _____ Exp. Date: _____ / _____

Name on card: _____ Signature: _____

Billing address (if different than above): _____

Upon receipt of payment we will reserve your place and send you a golfer entry form to collect the names & information for the participants in your foursome.



Please fax, email or mail this completed form to Make-A-Wish® Wisconsin
100 W College Ave., Suite 50E, Appleton, WI 54911
Phone: 920.993.9994 Fax: 920.993.9996 E-mail: kteofilo@wisconsin.wish.org
Web site: www.wisconsin.wish.org

Make-A-Wish Wisconsin is a 501(c)3 charitable organization.

IN-KIND INSPIRATION

Please share in the experience of bringing happiness into the lives of wish children by donating items or services to support **Golf for Wishes Presented by the Green Bay Packers & CentralAlliance Credit Union**. Here are a few ideas, but we would be thrilled with anything you are able to donate! Please consider what your company, or perhaps even you as an individual, can donate to help make wishes come true.

Food/Beverages for 200 People

- Bloody Mary bar, gin & tonics, old fashioned cocktails, margaritas, etc.
- Bottled water or non-alcoholic beverage
- Ice cream treats, cookies, doughnuts, pretzels, granola bars or specialty appetizer

Services

- Spa and salon
- Landscaping
- Cleaning
- Painting
- Catering

Experiences

- Dinner/experience with a local or national celebrity
- Sports lessons or fitness training sessions
- Private, catered party in home or at a restaurant
- Hunting or fishing
- Party enhancements (DJ services, catering, cake, decorations, etc.)
- Golf (certificates for local or high-end courses, golf clubs, golf accessories, etc.)
- Children's experiences or parties
- Tickets to a sporting event (Packers, Badgers, Brewers, Green Bay Gamblers, Timber Rattlers, etc.)
- Tickets to a show, concert or festival (Resch Center, BMO Harris Bradley Center, Fox Cities PAC, etc.)
- Wine tastings/tours
- Painting parties

Luxury Goods

- Retail items (handbags, jewelry, designer clothes, etc.)
- Art (photographs, paintings, sculptures)
- Autographed items (sports memorabilia or entertainment industry)

Travel

- Week-long stay at a condo, hotel, resort or VRBO
- Door County, Wisconsin Dells or other get away packages
- Trip to Chicago, New York, California, Las Vegas, etc.
- Yacht or cruise ship experience
- Ski resort
- Airline vouchers

Miscellaneous Ideas

- Products or services for a year (i.e. 1 certificate good each month for 12 months). Examples include: massages; salon services; ice cream, pie, pizza; flowers; cleaning services; dry cleaning; photography; etc.
- Themes to consider: camping; golfing; breweries; wineries; sports; BBQ; Italian food; chocolate; health & fitness; any other great ideas you can think of!
- Gas grill, YETI cooler, party bar, wine fridge
- ATV, RV rental, snow blower, lawn mower
- Electronics (Apple products, smart TV, smart home system, virtual reality device, drone, Xbox, PlayStation, etc.)
- Kitchen items (Kitchen Aid, Keurig, Food Network items, mixer, juicer, blender, spiralizer, cookbooks, etc.)
- Beach accessories (beach bags, towels, goggles, toys, etc.)
- Gift cards to retail stores, grocery stores and restaurants

Share the
Power
of a Wish®



THANK YOU FOR DONATING YOUR TREASURES TO HELP MAKE WISHES COME TRUE!