



SARGENTO & JOHNSONVILLE MAKE-A-WISH® GOLF EVENT SPONSORSHIP OPPORTUNITIES

Monday, August 21, 2017
Pine Hills Country Club, Sheboygan

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 5,700 families have experienced the transformative power of a wish. Last year we granted a record-breaking 378 wishes – more than a wish a day! Currently there are more than 360 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 **385** 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 **\$6,550** in cash expenses and **\$3,850** in donated goods and services.
- We have seen a **21%** increase in qualified wish referrals through our 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 increases in children'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/fears.
- **81.8%** of all funds raised go directly to wish granting.



Katherine, 4
cancer

I wish to meet
Minnie Mouse
and Daisy Duck
at Walt Disney
World® Resort

SARGENTO & JOHNSONVILLE MAKE-A-WISH® GOLF EVENT SPONSORSHIP OPPORTUNITIES

The Sargento & Johnsonville Make-A-Wish® Golf Event will be held on **Monday, August 21, 2017** at **Pine Hills Country Club in Sheboygan**. Join us for a great day of golf at one of Wisconsin's best private courses with fun hole activities, chances to win valuable prizes and the opportunity to interact with our celebrity guest. Plus, you'll meet local wish kids, enjoy an impressive auction, inspiring program and delicious dinner!

- 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, Live Auction & Program featuring a Wish Family and Celebrity Guest

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.
- Sargento & Johnsonville Make-A-Wish® Golf Event sponsorship showcases your company's investment to our community and to 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:

- Bob Fitzgerald, *Johnsonville Sausage*
- Tammy Flora, *Masters Gallery Foods, Inc.*
- Larry Gentine, *Sargento Foods, Inc.*
- Jerry Jones, *Merrill Lynch Wealth Management*
- Kevin Krug, *Lakeshore Financial Group, LLC*
- Mike McEvoy, *Sargento Foods, Inc.*
- Kyle Nothem, *Glacier Transit & Storage, Inc.*
- Mark Radtke, *Wind Mill Slatwall Products*
- Laura Stayer, *Johnsonville Sausage*
- Brian Versey, *NAVIGEN Wealth Management*



SARGENTO & JOHNSONVILLE MAKE-A-WISH® GOLF EVENT

MONDAY, AUGUST 21, 2017 | PINE HILLS COUNTRY CLUB, SHEBOYGAN

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 SPONSOR | JOY | STRENGTH | HOPE | PLATINUM |
|--|--------------|-----|----------|------|----------|
| Recognition on signage at the event | ★ | ★ | ★ | ★ | ★ |
| Special recognition of sponsorship during event | ★ | ★ | ★ | ★ | ★ |
| Foursome for 18 holes of golf (includes lunch, dinner & use of two golf carts) | | ★ | ★ | ★ | ★ |
| Special gift for each golfer | | ★ | ★ | ★ | ★ |
| Sponsorship plaque | | ★ | ★ | ★ | ★ |
| Company logo inclusion in all event print materials | | | ★ | ★ | ★ |
| Sponsorship of a hole with prominent signage and table for company reps to provide info or items | | | ★ | ★ | ★ |
| Company logo included on the event page on Make-A-Wish website (linked directly to corporate website) | | | ★ | ★ | ★ |
| Sponsorship of a wish (including gold star with child's name & story about his/her experience) | | | ★ | ★ | ★ |
| Inclusion in publicity outreach to local media | | | | ★ | ★ |
| Certificate for an additional Golf Foursome to come back & play at Pine Hills Country Club (valid through 8-21-18) | | | | ★ | ★ |
| Naming rights of a special hole event with signage (i.e. Poker Run, Celebrity Hole, Longest Drive, etc.) | | | | ★ | ★ |
| ADDITIONAL Foursome for 18 holes at event (includes lunch, dinner & use of an ADDITIONAL two golf carts) | | | | | ★ |
| Sponsorship of a SECOND wish (including gold star with child's name & story about his/her experience) | | | | | ★ |
| Recognition on Make-A-Wish Wisconsin's Facebook & Twitter accounts | | | | | ★ |
| Recognition in "Wishful Thinking" newsletter, distributed to more than 20,000 homes & businesses | | | | | ★ |
| Opportunity for each guest in your foursome to bring an item for our celebrity guest to sign! | | | | | ★ |

IN-KIND BENEFITS

AUCTION / PRIZE DONOR BENEFITS

- Donated item displayed at event with exposure to a KEY audience of more than 200 guests.
- Company name and item description included on display boards.
- Additional recognition through electronic bidding on guest's cell phones.
- Items of significant value will receive additional recognition during evening program.

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.



Wisconsin

SARGENTO & JOHNSONVILLE MAKE-A-WISH® GOLF EVENT

MONDAY, AUGUST 21, 2017 / PINE HILLS COUNTRY CLUB, SHEBOYGAN

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 31, 2017** to be included in all of our event promotional material.

Sponsorship Opportunities

- Platinum Sponsor: \$7,500
- Hope Sponsor: \$5,000
- Strength Sponsor: \$3,000
- Joy Sponsor: \$1,500
- Hole Sponsor: \$500
- 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 *(See ideas on back side)*

Suggested Retail Value *(as determined by donor)*

\$ _____

- My donation is enclosed.
- Please contact me directly about picking up our in-kind donation.

DONATION PAYMENT INFORMATION

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

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

Card Number: _____ Exp. Date: _____ / _____

Name on card: _____ Signature: _____

Billing address (if different than above): _____

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 the 2017 Sargento & Johnsonville Make-A-Wish® Golf Event. Here are a few ideas, however, 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
- Specialty appetizers, sliders, chicken wings, nachos, pizza, etc.

Services

- Spa and salon
- Landscaping
- Cleaning
- Painting

Experiences

- Dinner/experience with a local or national celebrity
- Sports lessons or fitness training sessions
- Private, catered party in home or at restaurant
- Hunting or fishing excursion
- Party enhancements (DJ services, catering, cake, decorations, etc.)
- Children's experiences or parties
- Wine tastings/tours
- Golf (certificates for local or high-end courses, golf clubs, golf accessories, etc.)

Luxury Goods

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

Travel & Tickets

- A weekend at a resort or hotel
- Door County, Wisconsin Dells or other get away packages
- Trip to Chicago, New York, California, Las Vegas, Florida, etc.
- Yacht or cruise ship experience
- Ski Resort
- Tickets to a concert or sporting event
- Airline vouchers

Products/Services for a Year

- One certificate good each month for 12 months (massages/salon services, ice cream, pie, pizza, flowers, photography, housekeeping/dry cleaning services, etc.)

Miscellaneous Items/Ideas

- Themes to consider: camping, golfing, sports, beer, wine, chocolate, gourmet or Italian food, barbecue party
- Gas grill or bonfire pit
- ATV, RV rental, snow blower, lawn mower
- Snowblowing or Lawn Care Services
- Electronics (TV, iPad, GPS, Kindle Fire, Play Station, Wii U, 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®

MAKE-A-WISH®
Wisconsin

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