



# SPONSORSHIP OPPORTUNITIES

Monday, June 18, 2018  
Grand Geneva Resort & Spa

MAKE-A-WISH  
Wisconsin





## MAKE-A-WISH® GOLF OUTING

Monday, June 18, 2018

Grand Geneva Resort & Spa, Lake Geneva

- 10:00 a.m. Registration
- 10:30 a.m. Box Lunch at the Pavillion
- 11:30 a.m. Shotgun Start
- 4:00 p.m. Cocktails & Silent Auction
- 4:30 p.m. Dinner
- 5:30 p.m. Program featuring awards & wish family story
- 6:00 p.m. Silent Auction Closes

### EVENT HISTORY

The Make-A-Wish Golf Outing was founded in 1987, in loving memory of Bud, Tom and Joan Morgan. The event has since grown into one of Make-A-Wish Wisconsin's signature fundraisers, held annually in honor of all wish kids past, present and future. It has raised more than \$1.1 million since inception, providing more than 300 children living with life-threatening medical conditions with the gifts of hope, strength and joy!

### MARKETING AND EXPOSURE

- Exposure via event websites to more than 3,000 monthly visitors
- Your company's support highlighted before, during and after event through social media channels

### OUR AUDIENCE

- More than **200** Make-A-Wish Golf Outing participants annually.
- More than **6,000** wish families served since 1984.
- **12,000+** Facebook followers ([facebook.com/WisconsinWish](https://facebook.com/WisconsinWish))
- **20,000+** newsletters distributed quarterly.
- **100,000+** YouTube views ([youtube.com/makeawishwisconsin](https://youtube.com/makeawishwisconsin)).
- **1.9 million+** Flickr views ([flickr.com/makeawishwisconsin](https://flickr.com/makeawishwisconsin)).



## ABOUT MAKE-A-WISH®

Make-A-Wish Wisconsin's mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Make-A-Wish® is the largest wish-granting charity in the world, with 62 chapters in the United States and its territories and 40 affiliates in nearly 50 countries on five continents. With the help of generous donors and a network of more than 33,000 volunteers, Make-A-Wish grants a wish every 34 minutes, and has granted more than 285,000 wishes nationally.

100% of the children who medically qualify (according to their doctors) receive a wish, so long as they are between the ages of 2½ and 18 at the time of their referral and have never received a prior wish from any wish-granting organization.

Since the founding of Make-A-Wish Wisconsin in 1984, more than 6,000 families have experienced the transformative power of a wish!

## HELP US CLOSE THE GAP

- Financial support for Make-A-Wish Wisconsin comes from a combination of individual, corporate & foundation donors.
- We granted a record-breaking **400** wishes for Wisconsin children in the last fiscal year, and are on pace to top that again this 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 **\$6,500** in cash expenses and **\$3,600** in donated goods and services.
- We have seen a **21%** increase in qualified wish referrals since implementing 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 increases in a wish child's emotional health after receiving their wish.
- **89%** of nurses, doctors, social workers and child life specialists believe a wish experience can influence a child's physical health.
- **85%** of parents observed a decrease in their child's anxieties/fears.
- **81.8%** of all funds raised go directly to wish granting.





# 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 4SOME	SPONSOR	STAR	WISH	POWER	PRESENTING
<b>Complimentary foursome</b> with lunch, dinner, 18 holes of golf & use of cart	★	★	★	★	★	★
Company logo on signage on either the Brute or Highlands course	★	★	★	★	★	★
Recognition in the event program	★	★	★	★	★	★
Company logo included on event web page, linking directly to corporate Website		★	★	★	★	★
Company logo in the event A/V presentation		★	★	★	★	★
<b>Partial Sponsorship</b> of a child's wish (including star engraved with child's name & story about his or her wish experience)			★	★	★	★
Opportunity to provide promotional item to event guests			★	★	★	★
<b>Sponsorship</b> of a child's wish (including star engraved with child's name & story about his or her wish experience)				★	★	★
Additional hole sponsorship, with company logo on signage on Brute & Highlands courses (TWO total)				★	★	★
Use of display table on sponsored hole to promote your business				★	★	★
<b>Sponsorship of an ADDITIONAL wish</b> (including star engraved with child's name & stories about their wish experiences)					★	★
Additional complimentary foursome with lunch, dinner, 18 holes of golf & use of cart (TWO total)					★	★
Additional hole sponsorship, with company logo on signage on Brute & Highlands courses (THREE total)					★	★
Sponsorship Recognition on Make-A-Wish Wisconsin's Facebook page (12,000+ fans)					★	★
<b>Inclusion in publicity outreach to local media</b>						★
Speaking presence during the event program						★
Additional hole sponsorship, with company logo on signage on Brute & Highlands courses (FOUR total)						★
Sponsorship Recognition in Make-A-Wish Wisconsin's "Wish-A-Week" email newsletter (20,000+ unique recipients)						★



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# SPONSORSHIP LEVELS

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.

**SPONSOR \$2,000** (Exclusive signage & Sponsor recognition of **ONE** of the following categories)  
*Lunch, Mulligan Tickets, Cigar Bar, Margarita Bar, Registration, Beverages*

**STAR SPONSOR \$3,000** (Exclusive signage & Sponsor recognition of **ONE** of the following categories)  
*Cocktail Hour, Photography, Soft Cooler, Raffle, Ice Cream Cart, Putting Green, Driving Range, Golf Tees, Portable Charger, Prize*

**WISH SPONSOR \$5,000** (Exclusive signage & Sponsor recognition of **ONE** of the following categories)  
*Bidding System, Beverage Cart, Golf Balls, Golf Shirts, Golf Hats, Golf Carts, Media*

**POWER SPONSOR \$10,000** (Exclusive signage & Sponsor recognition in the following categories)  
*Course, Dinner*

**PRESENTING SPONSOR \$15,000** (Exclusive signage & Sponsor recognition throughout event)

MAKE-A-WISH®





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### SPONSOR INFORMATION

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Name (EXACTLY as it should be listed): \_\_\_\_\_

Website (for appropriate sponsorship levels): \_\_\_\_\_

### SPONSORSHIP TYPE

- |  |  |
|--|--|
| <input type="radio"/> \$15,000 Presenting Sponsor (\$14,120 deductible)  | <input type="radio"/> \$1,500 Hole Sponsor Foursome (\$1,060 deductible) |
| <input type="radio"/> \$10,000 Power Sponsor: _____ (\$9,120 deductible)   | <input type="radio"/> \$1,200 Golf Foursome (\$760 deductible)           |
| <input type="radio"/> \$5,000 Wish Sponsor: _____ (\$4,560 deductible)   | <input type="radio"/> \$750 Hole Sponsor ONLY (\$750 deductible)         |
| <input type="radio"/> \$3,000 Star Sponsor: _____ (\$2,560 deductible)   | <input type="radio"/> \$300 Golf Individual (\$190 deductible)           |
| <input type="radio"/> \$2,000 Sponsor (\$1,560 deductible)   | <input type="radio"/> \$50 Dinner Guest ONLY (\$20 deductible)           |
| <input type="radio"/> I cannot attend the event, but would still like to help make wishes come true. Please accept my tax-deductible donation of \$ _____. |  |

### PAYMENT INFORMATION

- Please send me an invoice
- Check (made payable to Make-A-Wish® Wisconsin)    Please charge my:    VISA    MasterCard    Discover    American Express
- Name on card: \_\_\_\_\_
- Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_
- Cardholder Signature: \_\_\_\_\_

Please mail completed form and payment to: Make-A-Wish Wisconsin, 11020 W. Plank Court, Suite 200, Wauwatosa, WI 53226, or fax completed form to **262.781.3736** by **May 18, 2018**.

For more information, please contact:  
Andrea Hug, Corporate Relations & Events Manager at [ahug@wisconsin.wish.org](mailto:ahug@wisconsin.wish.org) or **414.763.0472**.

