



# SPONSORSHIP OPPORTUNITIES

**Make-A-Wish<sup>®</sup>**

PHILADELPHIA, DELAWARE &  
SUSQUEHANNA VALLEY

**WISH**  
IT FORWARD

## *Wish It Forward & Help Local Wishes Come True*

*Make-A-Wish® Philadelphia, Delaware and Susquehanna Valley's **Wish It Forward** program provides an opportunity for you to make a direct impact to grant the wishes of local children facing critical illnesses to enrich their lives with hope, strength and joy at time they need it most. Wish families and community supporters that take part in the year-round Wish It Forward fundraising campaign will be invited to join us every April for the World Wish Day® celebration commemorating the birth of Make-A-Wish® and the first wish granted more than 35 years ago.*

### WISH IT FORWARD

The Wish It Forward program provides a year-round platform for wish families and community partners to raise awareness and vital funds to grant wishes.

### RAISE FUNDS

An online fundraising page is provided to make your campaign simple and easy to share.

### CELEBRATE

The transformative power of a wish with the communities who make them happen. Together, we create life-changing wishes for children with critical illnesses.





# ABOUT MAKE-A-WISH®

A wish come true helps children feel stronger, more energetic, more willing and able to battle their critical illness. For many of them, it marks a turning point in their fight against their illnesses. For their doctors, nurses and other health professionals, the wish experience works in concert with medicine to make their patients feel better, emotionally and even physically.

## About our chapter

- Founded in 1986, Make-A-Wish® Philadelphia, Delaware and Susquehanna Valley has granted more than 6,300 wishes.
- The local chapter serves children who reside in the following 13 counties: Bucks, Chester, Delaware, Montgomery and Philadelphia counties in the Philadelphia area; Cumberland, Dauphin, Lebanon, Lancaster and Perry counties in the Susquehanna Valley and Kent, New Castle and Sussex counties in the state of Delaware.
- Make-A-Wish Philadelphia, Delaware and Susquehanna Valley grants the wishes of over 330 children each year.
- The average cost of one wish is \$10,000

## Our humble request

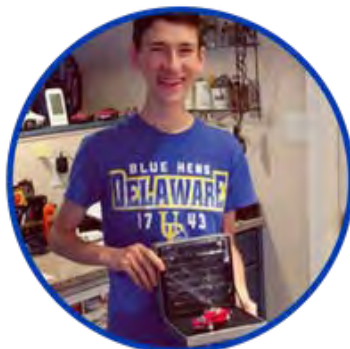
We need your help to grant the wishes of children with critical illnesses in our community. We humbly invite you to be a partner in our mission by becoming a Wish It Forward sponsor. In addition to supporting our life-changing work for children, this is an incredible opportunity to align yourself with a local non-profit, to not only market your brand but to make an impact on children right here in the Philadelphia, Delaware and Susquehanna Valley communities.

## Transform lives, one wish at a time



**Lily, 10**  
Brain tumor

*I wish to go to Hawaii*



**Nicholas, 18**  
cancer

*I wish to have a low-digit license plate*



**Maura, 12**  
Cystic fibrosis

*I wish to meet professional soccer player Alex Morgan*



**Alexandria, 10**  
Blood disorder

*I wish to be a mermaid*

THIS TRIP LITERALLY CHANGED  
OUR FAMILY IN SO MANY  
POSITIVE WAYS...WE WOULD  
BE HONORED TO BE ABLE TO  
GIVE BACK AND OFFER OUR  
SERVICES TO HELP OTHERS  
HAVE THEIR WISH COME  
TRUE...

Naomi, 13  
I wish to go to Paris



## DID YOU KNOW?

**74%** of US respondents feel their job is more fulfilling when they are provided opportunities to make a positive impact on social or environmental issues - 2016 Cone Employee Engagement Study

**88%** of consumers will be more loyal to a company that supports social and environmental issues. - 2015 Cone Communications/Echo Global CSR study

**79%** of respondents consider a company's social and environmental commitment an important factor when deciding where to work. - 2015 Cone Communications/Echo Global CSR Study

**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.** - 2015 Harris Poll/ EquiTrend® U.S.



Ryan, 15  
liver transplant  
*I wish to go to Rome*



## Why I Support Make-A-Wish

*“Partnering with Make-A-Wish is a truly humbling experience. Our hearts are warmed each time we have an opportunity to play a small part in making a child’s wish come true, and those memories that they will carry with them for a lifetime. Seeing the life and energy in the children Make-A-Wish serves, helps us to appreciate all that life has to offer.”*

- DeAnna, My Chic Party Boutique

**“Working for an organization that is passionate about people, you are reminded what is truly important in life. You are surrounded by generosity, humility, and love!”**

- Victoria Ciresi, Brooks Equipment

**“Brenner Children’s Hospital of Wake Forest Baptist Health is proud to support Make-A-Wish. We see first-hand the impact a wish has on the overall health of a child with a light threatening illness.”**

- Lisa Long, Brenner Children’s Hospital of Wake Forest Baptist Health

## SPONSORSHIP OPPORTUNITIES

Our sponsorship packages are designed to maximize recognition at every level of engagement. Make-A-Wish® Philadelphia, Delaware & Susquehanna Valley can also design a custom package for you so that you can meet your community outreach goals.

SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS					
	Presenting Sponsor \$20,000	Wish Granter \$10,000	Star of Hope \$7,500	Star of Strength \$5,000	Star of Joy \$2,500	Wish Friend \$1,000
Logo and name recognition as Presenting Sponsor of Wish It Forward and World Wish Day for one campaign period	X					
Company Representative participation in Opening Ceremonies	X	X				
Primary logo placement on Wish It Forward website and participant t-shirts	X	X	X			
Inclusion in a World Wish Day Celebration press release	X	X	X			
Complimentary World Wish Day game cards	25	15	10	5		
Company signage and tabling opportunity at event check-in	X	X	X	X		
Dedicated social media posts with link to company page (Facebook=over 5500 followers, Twitter= over 1200)	X	X	X	X		
Inclusion in event outreach email blasts to all participants and recruitment emails to prospective participants	X	X	X	X	X	
Complimentary Wish It Forward t-shirts for World Wish Day celebration	10	7	5	3	1	
Recognition in Make-A-Wish® Philadelphia, Delaware and Susquehanna Valley Annual Report	X	X	X	X	X	X







**Return completed forms via fax, mail or e-mail to:**

**Make-A-Wish® Philadelphia, Delaware and Susquehanna Valley**

Attn: Wish It Forward  
5 Valley Square Suite 210  
Blue Bell, PA 19422  
E: [lmiley@philadesv.wish.org](mailto:lmiley@philadesv.wish.org)  
F: (215) 654-9354

*A copy of our current financial statement is available by contacting Make-A-Wish Philadelphia, Delaware and Susquehanna Valley, at 5 Valley Square Suite 210, Blue Bell, PA 19422 or via phone at: (215)654-9355*