



## Mother's Day Truck Convoy & Carnival Sponsorship Opportunities

Manheim Pennsylvania Auto Auction

Manheim, PA

Sunday, May 14, 2023

[www.wishconvoy.org](http://www.wishconvoy.org)

**Make-A-Wish**  
PHILADELPHIA, DELAWARE &  
SUSQUEHANNA VALLEY

**MOTHER'S DAY**  
**TRUCK CONVOY**



# It all began with a wish...

The Make-A-Wish Mother's Day Truck Convoy is a Lancaster County tradition that began in 1990 when young Matt Strawser qualified for a wish. Matt's wish was simple and sweet; to ride in a big rig truck and talk on the CB radio to his sister Heather. Make-A-Wish reached out to the local trucking community in the hopes of securing 2 trucks to grant Matt's wish. The response was tremendous and over 40 trucks showed up that day. More wish families were invited to attend and more wish kids got a chance to ride in a big rig. And from that one sweet wish an annual fundraiser was born.

For more than 3 decades the Mother's Day Truck Convoy has brought smiles to the faces of families and has raised millions of dollars to support the mission of Make-A-Wish.

## Mission

Together, we create life-changing wishes for children with critical illnesses

## Who is eligible for a Wish?

To be eligible, a child must be diagnosed with a critical illness that has placed his or her life in jeopardy, be older than 2.5 and younger than 18 at the time of referral. The child may not have received a wish from Make-A-Wish or another wish granting organization. A child can refer him or herself, or can be referred by a parent, legal guardian, or a healthcare professional. Make-A-Wish will work with the child's physician to determine eligibility.

## Wish Types



I wish to go



I wish to be



I wish to meet



I wish to have



I wish to give

# Mother's Day Truck Convoy & Carnival

The 2023 Mother's Day Truck Convoy and Carnival will take place on the grounds of the Manheim Pennsylvania Auto Auction. Held on Mother's Day each year, it is a time to celebrate our wish kids and their families. And most importantly, the event raises critical funds needed to grant 75% of the annual wishes in the Susquehanna Valley.

The event brings independent drivers and trucking companies from all over the Susquehanna Valley as well as from across the country, with many drivers traveling thousands of miles to participate. In 2023 we anticipate having up to 500 drivers representing hundreds of trucking companies.

Additionally, the Mother's Day Truck Convoy and Carnival is a community celebration drawing thousands of families and community members from across Lancaster County and beyond. We predict the 2023 event will bring a crowd of near 7,000.

The event includes carnival games, entertainment, local food trucks, a live and silent auction, an opportunity to look at hundreds of trucks and of course, watch the official start of the Convoy. It is an extremely heartwarming event for the whole family! Learn more at [wishconvoy.org](http://wishconvoy.org).



## Make-A-Wish® Impact In The Susquehanna Valley

The Make-A-Wish Philadelphia, Delaware and Susquehanna Valley Chapter grants wishes for critically ill children in Lancaster, Lebanon, Dauphin, Perry, and Cumberland Counties.

**141**

Number of wishes granted in Susquehanna Valley annually.

**65**

Number of wishes waiting to be granted in Susquehanna Valley.

**7500**

Number of wishes granted by our chapter since 1986.

**97%**

of wish families observed an increase in wish kids' emotional health following their wish

**97%**

of parents said the wish experience strengthened their families

# Make-A-Wish® Brand



**#2**

most loved nonprofit



**TOP 10%**

of all U.S. brands for quality, trust, social impact, shared values and reputation



**4B+**

4 billion+ earned media impressions in 2019

## Sponsorships Lead to Brand Loyalty



**90%**

of global consumers are likely to switch brands to one that is associated with a good cause, given comparable price and quality.



**87%**

of consumers will purchase a product because a company advocated for an issue they care about.



**71%**

of millennials are hopeful businesses will take the lead in social change.

## Our Local Presence



**23,000**

engaged donors and volunteers



**10,000**

social media followers on Facebook, Instagram, Twitter and LinkedIn



**7,500+**

children and families impacted since 1986

# Truck Convoy & Carnival Opportunities & Benefits

<i>Join Us as a Champion of Hope</i>	Exclusive Presenting Platinum Star Hope Champion <b>\$50,000</b> <small>(only one available)</small>	Industry Exclusive Gold Star Hope Champion <b>\$35,000</b>	Silver Star Hope Champion <b>\$20,000</b>	Bronze Star Hope Champion <b>\$10,000</b>	Sapphire Star Hope Champion <b>\$7,500</b>	Shining Star Hope Champion <b>\$5,000</b>
MAW Convoy Website - Corporate Sponsorship Page	Logo & Link	Logo & Link	Logo & Link	Link	Link	Link
MAW Social Media Marketing	Featured	Featured	Highlighted	Highlighted	Included	Included
Inclusion on Back of Event T-Shirt	Logo	Logo	Logo	Logo	Listing	Listing
Event & Route Signs	15	10	8	6	4	2
Inclusion in Post Event Thank You Email	Logo & Link	Logo & Link	Logo & Link	Link	Link	Link
Inclusion in Event Banner Prominently Displayed at Stage Area (size of logo determined by level)	X	X	X	X	X	X
Invitations to Post Convoy Celebration Event at Clipper Magazine Stadium	12	10	8	6	4	2
Opportunity to Engage Your Employees in a Make-A-Wish Fundraising Campaign	X	X	X	X	X	X
Event Display Space	2 Tables (Premium Location)	2 Tables	1 Table	1 Table	1 Table	1 Table
Sponsorship Row Premium Branded Truck Parking and Inclusion in Convoy (Limitations Apply)	3 Trucks	2 Trucks	2 Truck	1 Truck	1 Truck	1 Truck
Inclusion on Event Poster	Logo	Logo	Logo	Logo	Listing	Listing
Inclusion in Mailed Driver Packet	Logo	Logo	Logo	Logo	Listing	Listing
Opportunity for Hanging Banner at Event (All Banners Supplied by Sponsor)	3	2	2	1	1	1
Access to Driver Lounge at Event	X	X	X	X		
Co-Branded Wish Kid Story Plaque to Proudly Display at Your Office	X	X	X			
MAW Convoy Website Home Page	Logo & Link	Logo & Link				
Press Release and Customized Communications Plan to Amplify Partnership	X	X				
Logo included on Convoy Celebration Evite	X	X				
Customize Sponsorship with Unique Activation Opportunities	X	X				
Named as Presenting Event Sponsor	X					
Logo Inclusion on all Event Mailings (Deadlines Apply)	X					
Opportunity for Company Executive to Address Guests During Event Remarks	X					
Facebook Live Interview During Convoy Event	X					
Partner Spotlight on Chapter e-Newsletter (23,000 Distribution)	X					
Premium Participation Plaque Featuring Wish Kid	X					
Inclusion on all Event Signage	X					
Ability to Send Out Two Email Blasts to Driver Participants	X					

# Premier Opportunities

Make-A-Wish sponsorships are unique: they are not one size fits all. The Make-A-Wish team will work with you to build a custom sponsorship opportunity that fits the needs of your organization. Whether you are interested in community impact, employee engagement, volunteerism or brand alignment, we have the right opportunity for you.

## Exclusive Presenting Platinum Star Hope Champion



As the exclusive presenting partner you will enjoy year-round access to the independent drivers and trucking companies that participate in the event.

In addition to the benefits outlined in the above grid, we will work with you every step of the way to align our brands in front of your target audience while ensuring that your experience is meaningful. In addition to serving as the presenting driver registration sponsor, you will receive a customized activation to better promote your brand and services.

## Industry Exclusive Gold Star Hope Champion



Shine bright in your industry as the Gold Star Hope Champion. We will work with you to craft a partnership experience that is unique to your brand.

Choose one of the exclusive activation opportunities and we will help you customize your participation to reach your target audience and have a meaningful experience.



- Wish Kids & Wish Families
- Carnival
- Main Stage Entertainment
- Food Truck Area
- Swag & Cheer Gear Bag
- Pet Comfort Area
- Convoy Clowns and Character Photos

[www.wishconvoy.org](http://www.wishconvoy.org)



# Join Us as a Champion of Hope

Use the form below to make your commitment to the Make-A-Wish Mother's Day Truck Convoy taking place on Sunday, May 14, 2023.

The sooner we have your commitment, the sooner we can start to include you in event marketing.

## COMPANY INFORMATION

---

Company Name :

Contact Name :

Address :

City, State, Zip:

Phone :

Email:

Marketing Contact :

Phone :

Email:



### Return form to:

Lori Dietrich  
Development Director, Lancaster  
1054 New Holland Avenue  
Lancaster, PA 17601  
ldietrich@philadesv.wish.org

### Questions? Give Lori at call:

717-283-4868

## PAYMENT INFORMATION

---

Sponsor Level:

Driver Campaign (if applicable):

Payment Method:  Check (payable to Make-A-Wish)  Credit Card

Card Number :

Signature :

Exp. Date :

Date:

# Can't wait to see you at the Convoy!



**Make-A-Wish**<sup>®</sup>  
PHILADELPHIA, DELAWARE &  
SUSQUEHANNA VALLEY

**MOTHER'S DAY  
TRUCK CONVOY**

Have questions?  
Give one of our Convoy contacts a call.

Lori Dietrich  
Development Director, Lancaster  
Ldietrich@philadesv.wish.org  
717-283-4868

Cara Feldman  
Vice President of Development  
Cfeldman@philadesv.wish.org  
215-987-4212



[www.wishconvoy.org](http://www.wishconvoy.org)