



walk★
FOR **wishes**®

**2015 SPONSORSHIP
OPPORTUNITIES**

MAKE A WISH®

Philadelphia, Northern Delaware
& Susquehanna Valley





walk★
FOR wishes®

5TH ANNUAL WALK FOR WISHES

SUNDAY OCTOBER 11, 2015
PHILADELPHIA ZOO

SUNDAY OCTOBER 18, 2015
CITY ISLAND-HARRISBURG

Contact:

Lorrie-Beth Miley, Events Manager
lmiley@philadelphia.wish.org
215.987.3146
philasv.wish.org/Walk

BRAND ALIGNMENT AND IMPACT

Please join us for the 5th Annual Walk for Wishes on Sunday October 11, 2015 at the Philadelphia Zoo or Sunday October 18, 2015 on City Island in Harrisburg to benefit Make-A-Wish® Philadelphia, Northern Delaware and Susquehanna Valley, who has served more than 5200 local children and families in the last 29 years. Sponsoring the Walk for Wishes will not only impact the lives of the local children we serve, but it will also strategically align your company with one of the country's top charitable brands. Participating in Walk for Wishes is a powerful way for your company to publically demonstrate your commitment to supporting community children, your employees and their families.

WHO DOES MAKE-A-WISH REACH?

- 5200+ families served by Make-A-Wish Philadelphia, Northern Delaware and Susquehanna Valley since 1986
- 200+ volunteers
- 3700+ social media followers
- 9000+ supporters

WHAT ADDITIONAL MARKETING AND MEDIA INITIATIVES WILL MAKE-A-WISH PURSUE PRIOR TO THE EVENT?

- TV promotion in the Philadelphia, Northern Delaware and Harrisburg markets
- Support from local blogs to encourage event participation
- Exposure via event websites and listings with over 3,000 monthly visitors
- Radio sponsorship to aid in event promotion
- Advertising in *The Philadelphia Inquirer*

WHAT EXPOSURE WILL MY COMPANY RECEIVE AT THE EVENT?

- Sponsors of \$2500.00 or more will have their company logo appear in a half-page Thank You ad featured in a Sunday edition of the Philadelphia Inquirer, on each participant t-shirt, on-stage mention by a Make-A-Wish representative, a recognition plaque and continuous mention in event-related social media acknowledgements and Walk e-newsletters. (See page 4 for complete benefit list)
- Depending on your sponsorship level, your company may have a tabling opportunity at the Walk for Wishes site

YOU'RE IN GOOD COMPANY

Thanks to our star 2014 sponsors!



2015 SPONSORSHIP OPPORTUNITIES

The following sponsorship packages were designed to maximize recognition at every level of engagement. We would be happy to discuss custom package options with you as well, in order to meet your community outreach goals.

SPONSORSHIP BENEFITS

SPONSORSHIP LEVELS

	Presenting Event Sponsor \$20,000	Wish Granters \$10,000	Star of Joy \$5,000	Star of Strength \$2,500	Star of Hope \$1,000	Wish Friends \$750
Company name listed as "presented by" following event name	X					
Signage at start/finish line, visible by more than 2,000 participants	X					
Logo featured as Walk for Wishes 2015 Presenting Sponsor in pre-event half-page ad in Philadelphia Inquirer, Sunday edition and on front page of Chapter Walk website	X					
Company Representative to speak at event	X	X				
E-mail with your company's personal product/service message to event participants	X	X	X			
Listing in event press releases and on event poster	X	X	X			
Philadelphia Walk: special tabling opportunity for Awareness event following Walk/exposure to more than 2000 Walk participants and Philadelphia Zoo visitors	X	X	X			
Complimentary Registration to the 2015 Walk for Wishes location of your choice	15	10	5	3		
Tabling Opportunity at Walk for Wishes site (Presenting Sponsor will have opportunity to have a table at both Walk sites)	X	X	X	X		
Company logo will appear in "Thank You to our Sponsors" half-page ad featured post-Walk in Philadelphia Inquirer, Sunday edition	X	X	X	X		
Recognition and short company bio in Walk e-newsletters, sent weekly, to all participants	X	X	X	X		
Company logo will appear on Walk for Wishes participant t-shirts (2000+)	X	X	X	X		
Company will be acknowledged on various social media postings	X	X	X	X	X	
Company logo, with link to website, will appear on Walk for Wishes website	X	X	X	X	X	X

**Subject to timing of sponsor commitment*



Did you know?

85 percent of Americans have a more positive image of a company when they support a cause they care about.

- 2010 Cone Cause Evolution Study

67 percent of Americans believe it is no longer enough for corporations to simply give money to a good cause. Rather, companies need to integrate good causes into their day-to-day business.

- Edelman 2009 Good Purpose Study

Make-A-Wish has been recognized in the following ways:

Among the Top 10 Nonprofits in Brand Image

- Cone, The Nonprofit Power Brand study 2009, U.S.

60 "strongest and most trusted" brands

- American Brands Council

Among Top 10 Nonprofits to which people are most likely to donate

- 2010 Harris/EquiTrend® study, U.S.

Liam , 5
Wilms tumor

I wish to have a train themed birthday party

WALK TO HELP MAKE LOCAL WISHES COME TRUE

Make-A-Wish Philadelphia, Northern Delaware and Susquehanna Valley 2015 Walk for Wishes is a community-wide celebration and effort to grant the wishes of local children. Families, friends, corporations, clubs and schools are invited to join together and raise funds for children in the Philadelphia, Northern Delaware and Susquehanna Valley regions facing life-threatening medical conditions. At the same time, the 2015 Walk for Wishes will showcase the strong community investment of local businesses while providing optimal recognition opportunities and strategic alignment with one of the country's most trusted charitable brands.



WALK

wish children, families and other enthusiastic supporters of Make-A-Wish at the

Philadelphia Zoo on October 11, 2015 or City Island in Harrisburg on October 18, 2015.



RAISE FUNDS

in the months leading up to Walk for Wishes to help grant more Wishes to local children.



CELEBRATE

success with the fellow Walk participants, Wish families, sponsors and Community Members by enjoying the ongoing Walk festivities!

ABOUT MAKE-A-WISH PHILADELPHIA, NORTHERN DELAWARE AND SUSQUEHANNA VALLEY

- The mission of Make-A-Wish is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.
- Founded in 1986, Make-A-Wish Philadelphia, Northern Delaware and Susquehanna Valley has granted more than 5200 Wishes.
- The Philadelphia, Northern Delaware and Susquehanna Valley chapter serves children who reside in Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Montgomery, New Castle, Perry and Philadelphia counties.
- In Fiscal Year 2014, Make-A-Wish Philadelphia, Northern Delaware and Susquehanna Valley granted 275 wishes. The most popular wish was a trip to Disney World.
- The average value of a wish in the Philadelphia, Northern Delaware and Susquehanna Valley region is \$10,700.00

Share the Power of a Wish®!

YOUR DOLLARS, YOUR COMMUNITY. HELP LOCAL KIDS!



Ashley, 14

circulatory system disorder
I wish to design hoodies with inspirational quotes



Yangzi, 18

Osteosarcoma
I wish to have a running blade



Alison, 15

malignant neoplasms
I wish to be an extra in the Hunger Games



Daniel, 11

genetic disorder
I wish to be a meteorologist on the Weather Channel

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

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

5 Valley Square, Suite 210

Blue Bell, PA 19422

Fax: 1.215. 654. 9346

Email: lmiley@philadelphia.wish.org

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



Philadelphia, Northern Delaware
& Susquehanna Valley