



walk★
FOR wishes®

2016 SPONSORSHIP OPPORTUNITIES

30 Years
of Wishes

MAKE-A-WISH®

Philadelphia, Northern Delaware
& Susquehanna Valley





walk★
FOR wishes®

6TH ANNUAL WALK FOR WISHES

SUNDAY, OCTOBER 9, 2016
PHILADELPHIA ZOO

SUNDAY, OCTOBER 30, 2016
ZOO AMERICA – HERSHEY

Contact:

Lorrie-Beth Kryzanowski, Events Manager
lkryzanowski@philadelphia.wish.org
215.987.3146
philasv.wish.org/Walk

BRAND ALIGNMENT AND IMPACT

Please join us for the 6th Annual Walk for Wishes on Sunday, October 9, 2016 at the Philadelphia Zoo or Sunday October 30, 2016 at Zoo America in Hershey to benefit Make-A-Wish® Philadelphia, Northern Delaware and Susquehanna Valley, who has served more than 5600 local children and families in the last 30 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. The *Walk for Wishes* is a powerful way for your company to publically demonstrate your commitment to your employees, their families and the community.

WHO DOES MAKE-A-WISH REACH?

- 5600+ Wish families who Make-A-Wish Philadelphia, Northern Delaware and Susquehanna Valley have served since 1986
- Over 200 volunteers throughout the Philadelphia, Northern Delaware and Susquehanna Valley regions
- More than 2500 social media followers
- 2300 past even participants
- 7300+ donors

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

- TV promotion in the Philadelphia, Northern Delaware and and Susquehanna Valley 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

WHAT EXPOSURE WILL MY COMPANY RECEIVE AT THE EVENT?

- Corporate support at the \$2500 or higher levels will be guaranteed a tabling opportunity at the event with corporate signage and/or sampling, logo placement on event t-shirt and in post-event ad being featured in the Philadelphia Inquirer and dedicated social media posts (depending on commitment level) in all social outlets. (See page 4 for complete benefit list)

YOU'RE IN GOOD COMPANY

Thanks to our star 2015 sponsors!



2016 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 Supporter \$750
Sponsor Name will be part of the official event (SPONSOR NAME presents 6th Annual Walk for Wishes)	X					
Prominent name and logo placement on Walk website and signage at start/finish line	X					
Name recognition in all press related to the event	X	X				
Company Representative participation in Opening Ceremonies	X	X				
Complementary Walk for Wishes Registration	10	5	3			
Opportunity for corporation feature in Walk Wednesday blog posted throughout Walk season	5 Blog Posts	3 Blog Posts	1 Blog Posts			
Dedicated social media posts with link to company page (Facebook, Twitter, Google +, LinkedIn and Instagram)	10 Posts	7 Posts	5 Posts	3 Posts		
Tabling opportunity at event with signage and/or sampling to event participants	X	X	X	X		
Corporation logo on reverse of Walk for Wishes event t-shirt	X	X	X	X		
Corporation logo in post-event Thank You ad featured in Friday edition of the Philadelphia Inquirer (piece date is 10/14/16)	X	X	X	X		
Corporation mention (with link to your website) as sponsor in email blasts sent to all participants	X	X	X	X	X	
Recognition in Make-A-Wish Philadelphia, Northern DE and Susquehanna Valley Annual Report	X	X	X	X	X	
Corporation logo 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 2016 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 2016 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

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

Philadelphia Zoo on October 9, 2016 or Zoo America, Hershey on October 30, 2016.



RAISE FUNDS

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



CELEBRATE

your 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 5600 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 2015, Make-A-Wish Philadelphia, Northern Delaware and Susquehanna Valley granted a record-breaking 319 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



Hannah, 11

brain tumor
I wish to go to Hawaii



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**

Attn: Lorrie-Beth Kryzanowski

5 Valley Square, Suite 210

Blue Bell, PA 19422

Fax: 1.215.654.9346

Email: lkryzanowski@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.

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