



# WISH MADNESS *Jax*

---

2018 SPONSORSHIP OPPORTUNITIES

---

**Make-A-Wish**<sup>®</sup>  
CENTRAL AND NORTHERN FLORIDA

# Event Overview

Make-A-Wish Central and Northern Florida is proud to be hosting it's 2nd Annual Wish Madness Jax event, an NCAA Division 1 Sweet 16 game viewing party on Thursday, March 22nd, 2018 at Mercedes-Benz of Jacksonville!

## 4 Teams. 2 Games. 1 Goal. Grant Wishes.

This event is perfect for the sporting enthusiast with a taste for spectacular local cuisines and the finest craft breweries that Jacksonville has to offer. Cheer for your favorite teams while helping to grant wishes to local children diagnosed with critical illnesses by bidding in our live and silent auctions.

Our goal is to raise \$75,000 to grant the wishes of nine local children. A wish is more than just a nice thing - a wish experience can be a game-changer for a child with a life-threatening medical condition. Your sponsorship will help transform a child's life by granting their most heartfelt wish.



## ABOUT MAKE-A-WISH CENTRAL AND NORTHERN FLORIDA

- ★ Together, we create life-changing wishes for children with critical illnesses.
- ★ Founded in 1994, Make-A-Wish Central & Northern Florida has granted more than 5,800 wishes.
- ★ The Central & Northern chapter serves 45 counties in Florida, including Duval, Nassau, Clay, St. Johns and Baker.
- ★ In Fiscal Year 2017, Make-A-Wish Central & Northern Florida granted 322 wishes, 41 of which were in the Jacksonville region. The most popular wish was to go on a Disney Cruise.
- ★ The average cost of a wish in the Central & Northern Florida region is \$8,000.
- ★ All money raised will grant wishes of children in the Northeast Florida region.

***Share the Power of a Wish®!***

YOUR DOLLARS, YOUR COMMUNITY. HELP LOCAL KIDS!



Jovani, 8  
Encephalopathy Disease  
"I wish to see snow!"



Julian, 3  
Cancer  
"I wish to have a treehouse!"



Gregory, 5  
Brain Tumor  
"I wish to be a tractor driver!"



Tiana, 9  
Leukemia  
"I wish to meet my favorite race horse!"



# BRAND ALIGNMENT AND IMPACT

Sponsoring our Wish Madness Jax event 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. Wish Madness is a powerful way for your company to publicly demonstrate your commitment to your employees, their families and the community.

## WHO DOES MAKE-A-WISH REACH?

- ★ Over 5,800 wish families who Make-A-Wish Central & Northern Florida has served since our inception in 1994
- ★ 29,000 donors
- ★ 16,500 e-newsletter contacts
- ★ 1,200 volunteers throughout the Central & Northern Florida region
- ★ 7,000+ social media followers

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

- ★ Support from local blogs to encourage event participation
- ★ Social media posts & email blasts to participants and followers throughout the region
- ★ Exposure via event websites and listings with over 3,000 monthly visitors

## YOU CAN HELP GRANT WISHES

*"When wish kids are granted a wish, they get more than just a great experience for a day, two days, or a week. That experience improves the quality of life for them and their entire family."*

**Make-A-Wish**  
CENTRAL AND NORTHERN FLORIDA



# SPONSORSHIP OVERVIEW

The following sponsorship packages were designed to maximize recognition at every level of engagement. Make-A-Wish Central & Northern Florida would be happy to discuss custom package options with you as well, in order to meet your community outreach goals.

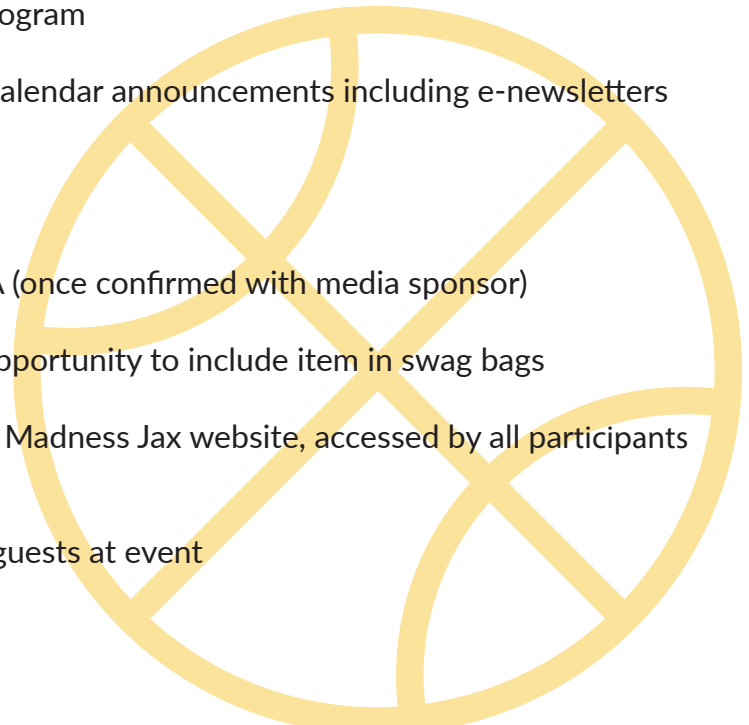
SPONSORSHIP BENEFITS	Title Sponsor \$8,000	Presenting Sponsor \$5,000	Final Four Sponsor \$3,000	Elite Eight Sponsor \$2,000	Sweet 16 Sponsor \$1,000
Logo displayed each time event name is mentioned	X	X			
Logo on all pre-event signage and print material	X	X	X	X	
Verbal acknowledgement during the event	X	X	X	X	
Company logo featured on event and chapter social media channels	X	X	X		
Logo on all day-of event signage and print material	X	X	X		
Opportunity to include item in swag bags	Company logo on included participant gift	X	X		
Opportunity to have interactive company display at event	X	X			
Acknowledgement in event program	Full Page	Full Page	Half Page	Quarter Page	Quarter Page
Recognition in all publicity pre and post event, including media and e-newsletter	X	X			
Admission & Seating to event	Admission for 18 guests	Admission for 12 guests	Admission for 8 guests	Admission for 4 guests	Admission for 2 guests
Opportunity to record PSA (based upon availability)	X	Opportunity for company to be featured in PSA			
Opportunity for Wish Child to make presentation at company	X	X			
Logo placement and link to company website on event page website	X				
Opportunity for company representative to welcome guests at event entrance	X				



## TITLE SPONSOR | \$8,000

### ONLY ONE OPPORTUNITY AVAILABLE

- Company would be exclusive title sponsor and will be listed each time the Wish Madness Jax event is mentioned (example: *Company Name* Wish Madness Jax)
- Company name/logo prominently placed on all event related print materials starting 01/01/2018
- Company recognized on Save The Dates, Invitations, and Posters (time-sensitive)
- Verbal recognition during the event
- Company name/logo will be featured on the Wish Madness Jax Facebook event page and the Make-A-Wish Central & Northern Florida Facebook page (7,200 followers)
- Company announced as sponsor on Make-A-Wish Central & Northern Florida Twitter (1,250 followers)
- Company name/logo featured on day-of signage at Wish Madness Jax
- Opportunity for Wish Child to make presentation at company
- Opportunity to have an interactive company display the evening of the event with exposure to 300+ potential clients/customers
- Full page back cover acknowledgement in the event program
- Company recognized in all event publicity, media and calendar announcements including e-newsletters sent leading up to and following the event
- Event admission for 18 guests
- Opportunity for company representative to record PSA (once confirmed with media sponsor)
- Company name prominent on participant gift and/or opportunity to include item in swag bags
- Logo placement (and link to your website) on the Wish Madness Jax website, accessed by all participants and donors
- Opportunity for company representative to welcome guests at event
- Guests receive commemorative participant gift

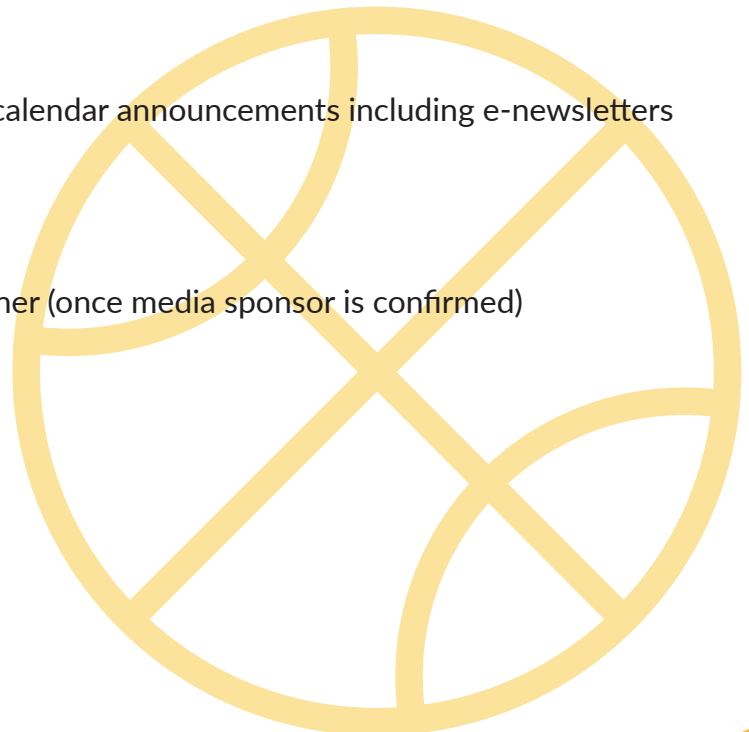




## PRESENTING SPONSOR | \$5,000

### ONLY TWO OPPORTUNITIES AVAILABLE

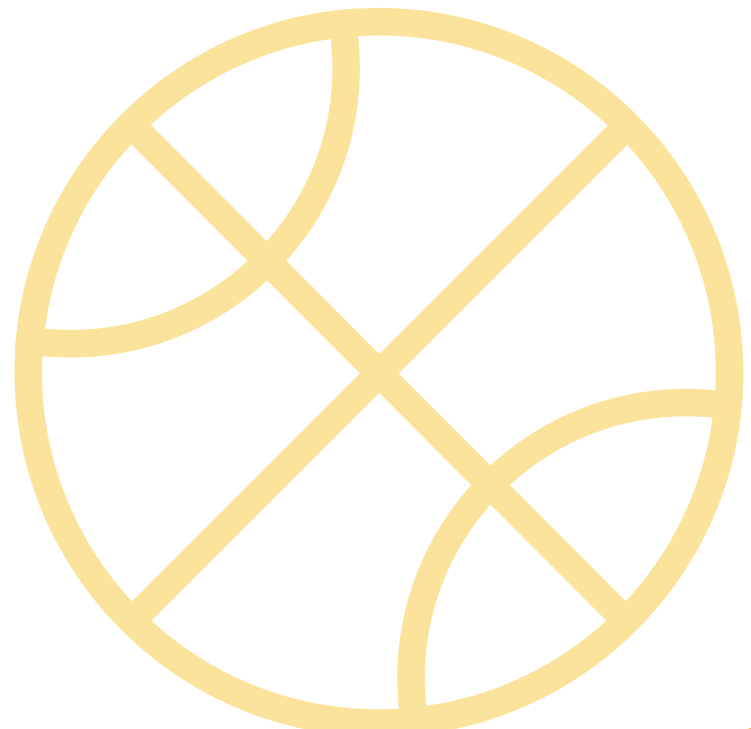
- Company would be presenting sponsor and will be listed each time the Wish Madness Jax event is mentioned (example: Wish Madness Jax presented by: *Company Name*)
- Company name/logo prominently placed on all event related print materials starting 01/01/2018
- Company recognized on Save The Dates, Invitations, and Posters (time-sensitive)
- Verbal recognition during the event
- Company name/logo will be featured on the Wish Madness Jax Facebook event page and the Make-A-Wish Central & Northern Florida Facebook page (7,200 followers)
- Company announced as sponsor on Make-A-Wish Central & Northern Florida Twitter (1,250 followers)
- Company name/logo featured on day-of signage at Wish Madness Jax
- Opportunity for Wish Child to make presentation at company
- Opportunity to have an interactive company display the evening of the event with exposure to 300+ potential clients/customers
- Full page sponsor advertisement in event program
- Company recognized in all event publicity, media and calendar announcements including e-newsletters sent leading up to and following the event
- Event admission for 12 guests
- Company recognized in PSA's produced by media partner (once media sponsor is confirmed)
- Opportunity to include item in swag bags
- Guests receive commemorative participant gift





## FINAL FOUR SPONSOR | \$3,000

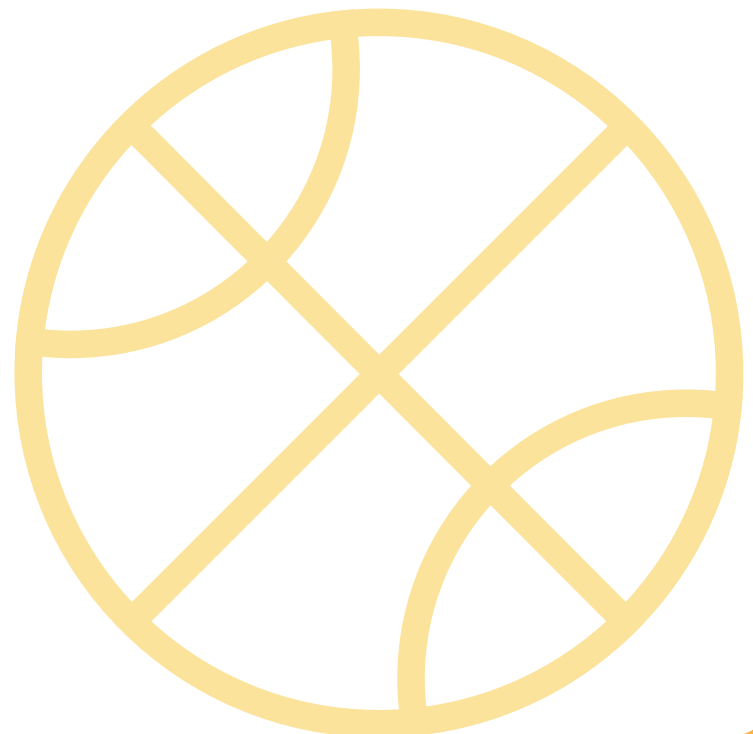
- Company recognized as Final Four sponsor on event website
- Company recognized on Save The Dates, Invitations, and Posters (time-sensitive)
- Event admission for 8 guests
- Company recognized on Wish Madness Jax Facebook event page
- Verbal acknowledgement during the event
- ½ page sponsor advertisement in the event program
- Company name/logo featured on day-of signage at Wish Madness Jax
- Opportunity to include item in swag bags
- Guests receive commemorative participant gift





## ELITE EIGHT SPONSOR | \$2,000

- Company recognized as Elite Eight sponsor on event website
- Company recognized on Save The Dates, Invitations, and Posters (time-sensitive)
- Event admission for 4 guests
- Verbal acknowledgement during the event
- ¼ page sponsor advertisement in the event program
- Guests receive commemorative participant gift

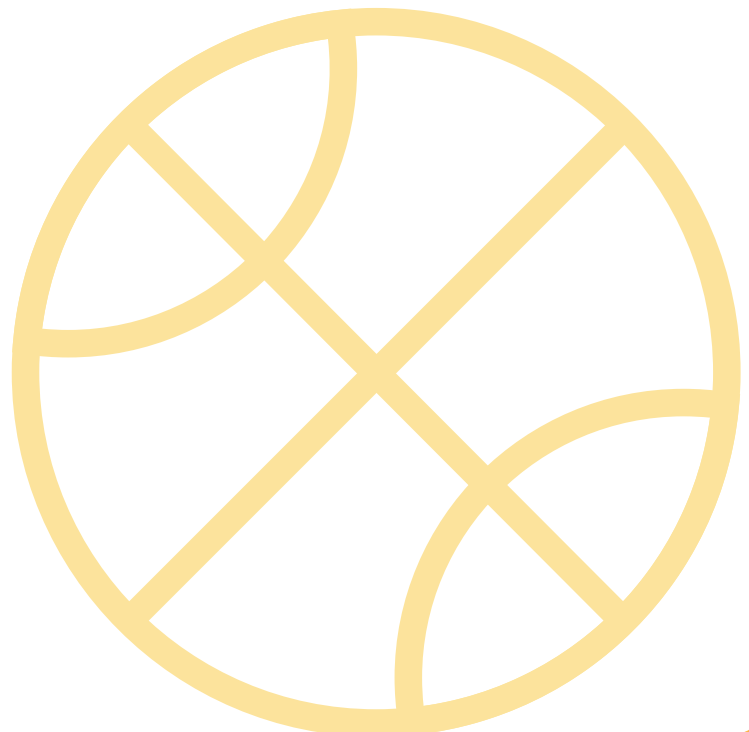






## SWEET SIXTEEN SPONSOR | \$1,000

- Event admission for 2 guests
- ¼ page sponsor advertisement in the event program
- Guests receive commemorative participant gift





## SPONSORSHIP FORM

YES! WE WANT TO SUPPORT WISH MADNESS!

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: (    ) \_\_\_\_\_ - \_\_\_\_\_ EXT. \_\_\_\_\_ FAX: (    ) \_\_\_\_\_ - \_\_\_\_\_

EMAIL: \_\_\_\_\_@\_\_\_\_\_ WEBSITE: \_\_\_\_\_

SPONSORSHIP LEVEL: \*SEE PROPOSAL FOR A DESCRIPTION OF EACH LEVEL

- \$8,000 TITLE SPONSOR (EXCLUSIVE) \*FMV \$900
- \$5,000 PRESENTING SPONSOR \*FMV \$600
- \$3,000 FINAL FOUR SPONSOR \*FMV \$400
- \$2,000 ELITE EIGHT SPONSOR \*FMV \$200
- \$1,000 SWEET SIXTEEN SPONSOR \*FMV \$100

---

CHECKS PAYABLE TO MAKE-A-WISH CENTRAL AND NORTHERN FLORIDA HAS BEEN REQUESTED AND WILL BE FOWARDED.

PLEASE INVOICE US!

CREDIT CARD: VISA    MASTERCARD    DISCOVER    AMERICAN EXPRESS

CREDIT CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

CSC: \_\_\_\_\_ NAME ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PLEASE RETURN THIS FORM TO CINDY KRUTY; DEVELOPMENT MANAGER, AT CKRUTY@WISHCENTRAL.ORG OR MAIL TO MAKE-A-WISH AT: MAKE-A-WISH FOUNDATION OF CENTRAL AND NORTHERN FLORIDA 3938 SUNBEAM ROAD, SUITE 3, JACKSONVILLE, FL 32257