

walk★
FOR wishes®
WALK & RUN EVENT

SPONSORSHIP OPPORTUNITIES

Our goal is to partner with individuals and companies who share our love for children, our community, and truly making a real difference in the lives of children living with life-threatening medical conditions.

"I was happy to see so many people at the event in September. We raised a lot of money for Make-A-Wish which will help grant many wishes to wish kids in Illinois. My wish was very special to me, and I think wishes can really help kids who have something really bad in their lives. Thank you for supporting Make-A-Wish." –Jesse, 2012 Walk and Run Grand Marshal



FOR MORE INFORMATION:

Wande Olude

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Make-A-Wish® Illinois

640 N. LaSalle, Suite 280

Chicago, Illinois 60654

www.walkrunwish.org

EVENT OVERVIEW

DATE

Sunday, September 11, 2016

LOCATION & COURSE

Busse Woods
Elk Grove Village, IL

EVENT DETAILS

Since 2005, Make-A-Wish Illinois has offered an outdoor athletic event for residents of metropolitan Chicago and sponsors to join the efforts to raise funds to grant wishes. The event features a 5K walk and timed run.

Based on previous year's attendance and growth projections, more than 1,500 participants will attend helping to raise over \$225,000. All proceeds benefit Make-A-Wish Illinois to grant the wishes of local children.

Runners, walkers, families and supporters, along with volunteers, will join together after the event to celebrate. Sponsor booths, prizes, and give-a-ways will be provided thanks to our generous donors.



PRESENTING SPONSORSHIP

\$12,000 ★ Limit One

BENEFITS

TITLE

Name in title of event as "Make-A-Wish Illinois presents Walk & Run for Wishes 2016, presented by _____"

PUBLICITY

Lead position of company name (and logo where space allows) will appear in all promotional materials related to the event, including: save the date cards, t-shirts, news releases, advertising and participant communications.

Marketing collateral and news releases highlight event and Presenting Sponsor will be targeted audiences including: regional corporations; past Make-A-Wish recipients, donors and volunteers; area runners and running groups; University faculty and students; illinois.wish.org; walkrunwish.org; Walk & Run for Wishes save the date mailing)

REGISTRATION

Sponsors receive 40 complimentary runner and walker registrations, a \$1,200 value.

SIGNAGE

Lead position for corporate logo on main event signage.

MISSION SUPPORT

The cost of this contribution exceeds the average cost of a wish. Your company will receive a story of a local area wish child that will represent the hope, strength and joy your donation has made come true!

PRODUCT

Complimentary booth space and an opportunity to distribute products and coupons to guests (as long as the product is mutually agreed upon) in participant goodie bag



PLATINUM SPONSORSHIP

\$10,000 ★ Limit Five

BENEFITS

PUBLICITY

Prominent position of company name (and logo where space allows) will appear in all promotional materials related to the event, including: t-shirts, news releases, advertising and participant communications.

Marketing collateral and news releases highlight event and Wishing Star Sponsor will be targeted audiences including: regional corporations; past Make-A-Wish recipients, donors and volunteers; area runners and running groups; University faculty and students; illinois.wish.org; walkrunwish.org; Walk & Run for Wishes save the date mailing)

REGISTRATION

Sponsors receive 30 complimentary runner and walker registrations, a \$900 value.

SIGNAGE

Prominent position for corporate logo on main event signage.

MISSION SUPPORT

The cost of this contribution is the average cost of an international travel wish. Your company will receive a story of a local area wish child that will represent the hope, strength and joy your donation has made come true!

PRODUCT

Complimentary booth space and an opportunity to distribute products and coupons to guests (as long as the product is mutually agreed upon) in participant goodie bag.



GOLD SPONSORSHIP

\$6,000 ★ Limit Seven

BENEFITS

PUBLICITY

Company name (and logo where space allows) will appear in all promotional materials related to the event, including: save the date cards, t-shirts, press releases, advertising, participant communications, and the foundation newsletter.

Company logo and link to your corporate website will be present on walkrunwish.org and illinois.wish.org prior to the event.

REGISTRATION

Sponsors receive 20 complimentary runner and walker registrations, a \$600 value.

SIGNAGE

Company logo will appear on main signage for event.

MISSION SUPPORT

The cost of this contribution is the average cost of a wish. Your company will receive a story of a local area wish child that will represent the hope, strength and joy your donation has made come true!

PRODUCT

An opportunity to distribute products and coupons to guests (as long as the product is mutually agreed upon) in participant goodie bags.



SILVER SPONSORSHIP

\$3,000 ★ Limit 10

BENEFITS

PUBLICITY

Company name will appear in select promotional materials relevant to the event including: save the date cards, press releases, and participant communications.

Company logo and link to your corporate website will be present on walkrunwish.org and illinois.wish.org prior to the event.

REGISTRATION

Sponsors receive 10 complimentary runner and walker registrations, a \$300 value.

SIGNAGE

Company name will appear on select signage for event.



BRONZE SPONSORSHIP

\$1,000 ★ No Limit

BENEFITS

PUBLICITY

Company logo and link to your corporate website will be present on walkrunwish.org and illinois.wish.org prior to the event.

SIGNAGE

Company name will appear on select signage for event.



SPONSORSHIP CHART

	Presenting Sponsor \$12,000	Platinum Sponsor \$10,000	Gold Sponsor \$6,000	Silver Sponsor \$3,000	Bronze Sponsor \$1,000
Title as Walk & Run presenter	★				
Marketing collateral and press release highlight	★				
Lead position for corporate logo on main event signage	★				
Company name on save the date cards	★				
International Adopt-A-Wish		★			
Company name on press release	★	★			
Personal tent space	★	★			
Company name on participant emails	★	★			
Adopt-A-Wish	★ ²		★		
Company name on advertising	★	★	★		
Company name on participant communications	★	★	★		
Day of presence	★	★	★		
Company logo on website	★	★	★	★	
Company name on shirts	★	★	★	★	
Company name on foundation newsletter	★	★	★	★	
Company logo on event signage	★	★	★	★	
Complimentary runner and walker registrations	★ ⁴⁰	★ ³⁰	★ ²⁰	★ ¹⁰	
Company name on website	★	★	★	★	★
Company name on event signage	★	★	★	★	★