



2017 SPONSORSHIP OPPORTUNITIES

**COLORADO
WALK FOR WISHES & 5K RUN
Saturday, October 21, 2017
9:00 AM
HUDSON GARDENS EVENT CENTER**

Contact:

Jennifer Manta, Race Director

jmanta@colorado.wish.org

303-257-8669

Or

Sherri Swain, Sponsorship Chair

ssgswain@gmail.com

720-935-2525





BRAND ALIGNMENT AND IMPACT

Please join us for the inaugural Walk For Wishes & 5K Run on Saturday, October 21, 2017 at Hudson Gardens to benefit Make-A-Wish® Colorado. Nearly 5000 Colorado children have been granted wishes since our chapter was founded in 1983. Supporting the Walk For Wishes & 5K Run will not only impact the lives of the children we serve, but it will also strategically align your company with one of the country's top charitable brands. Walk For Wishes & 5K Run 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?

1. 250+ children in Colorado facing life threatening illnesses each year
2. Nearly 5,000 Colorado wish families, their friends and colleagues since 1983
3. Hundreds of volunteers throughout Colorado
4. More than 12,000 social media followers
5. 100+ Colorado schools through the Kids for Wish Kids® program

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

- Social media
- Print advertising
- Local blogs
- Websites and calendar listings
- E-blast to Make-A-Wish Colorado database of 19,000

WHAT EXPOSURE WILL MY COMPANY RECEIVE AT THE EVENT?

Depending on level of support, your company will receive the benefits you will find on the following pages. Packages were designed to maximize brand recognition at every level of engagement. Additionally, we are happy to customize a package that suits your specific goals and objectives.



SPONSORSHIP PACKAGES

Please take a look at the sponsorship packages below. We are also happy to customize a package that is just right for you!



Sponsorship Benefits

Sponsorship Levels

	<i>Presenting \$10,000</i>	<i>Hope \$5000</i>	<i>Strength \$2500</i>	<i>Joy \$1000</i>
Exclusive Presenting Sponsor	X			
Adopt a Wish – making a child’s wish come true	X			
Opportunity to speak at opening ceremony	X			
Exclusive logo on save the date cards	X			
Company name featured in media release	X	X		
Inclusion in Make-A-Wish Colorado annual newsletter	X	X		
Logo on promotional flyer/poster	X	X		
Signage at Start/Finish	X	X	X	
Booth space in event expo	X	X	X	
Logo on event T-Shirt	X	X	X	
Opportunity for additional signage along the course	X	X	X	X
Logo on event website	X	X	X	X
Social media recognition/promotion	X	X	X	X
Free race registrations	25	10	5	2



SPONSORSHIP BENEFITS

Presenting Sponsor \$10,000

- *Adopt A Wish* – receive information about a specific wish child whose wish your donation is granting
- Opportunity to speak at opening ceremony
- *Exclusive* logo on Save the Date flyers
- *Featured* logo on promotional flyers/posters
- *Featured* signage at the start/finish line
- Company name *featured* in media releases
- *Featured* in the Make-A-Wish Colorado annual newsletter
- Opportunity for additional signage along the course
- Booth space in event expo
- Recognition at the opening ceremony
- *Featured* logo on Walk for Wishes race T-shirt
- Logo with link to your company on Walk for Wishes website
- Social media recognition/promotion
- Opportunity to provide item for goodie bags
- Free event registration - 25

Hope Sponsor \$5,000

- Company recognition in all media releases
- Inclusion in Make-A-Wish Colorado annual newsletter
- Logo on promotional flyers/posters
- Signage at Start/Finish line
- Booth space in event expo
- Opportunity for additional signage along the course
- Recognition at the opening ceremony
- Logo on Walk for Wishes race T-shirt
- Logo with link to your company on Walk for Wishes website
- Social media recognition/promotion
- Opportunity to provide item for goodie bags
- Free event registration - 10



SPONSORSHIP BENEFITS

Strength Sponsor \$2,500

- Signage at Start/Finish
- Booth space in event expo
- Opportunity for additional signage along the walk route
- Recognition at opening ceremony
- Logo on Walk for Wishes race T-shirt
- Logo on Walk for Wishes website
- Social Media recognition/ promotion
- Opportunity to provide item for goodie bags
- Free event registration - 5

Joy Sponsor \$1,000

- Opportunity for signage along the walk route
- Recognition at the opening ceremony
- Logo on Walk for Wishes race T-shirt
- Logo on Walk for Wishes website
- Social Media recognition/ promotion
- Opportunity to provide an item for goodie bags
- Free event registration - 2

Race Bib Coupon Sponsor \$500

- Coupon on all participant race bibs
- Opportunity to provide banner for event
- Logo on Walk For Wishes website
- Social media recognition

We're also happy to customize a package just for you!



I wish to go to Walt Disney World® Resorts



I wish to go to Hawaii



I wish to meet Todd Helton



I wish to have a shopping spree



MAKE A WISH
Colorado



I wish to have a puppy



I wish to go to Italy



I wish to be a super hero



WALK TO HELP MAKE LOCAL WISHES COME TRUE

Make-A-Wish Colorado’s 2017 Walk For Wishes and 5K run is a community-wide celebration and effort to grant the wishes of local children. Families, friends, corporations, clubs and schools are invited to walk together and raise funds for children in the region facing life-threatening medical conditions. At the same time, the 2017 *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 organization.

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

RAISE
funds in the months leading up to *Walk For Wishes* to help grant more wishes to local children.

CELEBRATE
your success with fellow walkers, wish families, sponsors and community members by enjoying our walk festivities.

About Make-A-Wish® Colorado

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Founded in 1983, Make-A-Wish Colorado has granted close to 5,000 wishes.

On average, Make-A-Wish Colorado grants 250 wishes a year, which typically fall into five categories: I wish to *go*, I wish to *meet*, I wish to *be*, I wish to *have* and I wish to *give*.

The average cost of a wish is \$7,500 cash, or \$10,000, which includes donated goods and services.



2017 SPONSORSHIP COMMITMENT FORM



YES! I would like to help make wishes come true by sponsoring the Colorado Walk for Wishes & 5K Run on October 21, 2017.

Please fill out the form entirely and return at your earliest convenience.

Sponsor Name: _____

Please print name exactly as you wish to be listed on promotional materials

Contact Name: _____ E-Mail: _____

Address: _____

Telephone: _____ Fax: _____

Website (for appropriate sponsorship levels): _____

By providing this information, you agree to have your Website linked to the Make-A-Wish Colorado website, if applicable.

SELECT SPONSORSHIP LEVEL

- **PRESENTING** \$10,000
- **HOPE** \$ 5,000
- **STRENGTH** \$ 2,500
- **JOY** \$ 1,000
- **BIB COUPON** \$ 500

METHOD OF PAYMENT

Check (Please make check payable to Make-A-Wish Colorado *and mail to the address below*)

Visa Mastercard AMEX Discover

Card Number _____ Exp. _____ CSC _____

Name as it appears on credit card _____

Authorized signature _____

* In exchange for this contribution level, you will not receive any goods or services and may be able to claim a tax deduction on your federal income tax returns. Please contact your tax advisor should you have any questions, and retain a copy of this form for your records.

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

Make-A-Wish® Colorado

7951 E Maplewood Avenue, Suite 126 Greenwood Village, CO 80111

Fax 303-755-3108 | pforsythe@colorado.wish.org

