

*Evening
of
Wishes*

Evening of Wishes

About the Event

April 6, 2019 | 6:30 PM - 12:00 AM

The Ronald Reagan Building
and International Trade Center

1300 Pennsylvania Avenue Northwest
Washington, DC 20004

Evening of Wishes will be a spectacular event featuring unforgettable wish experiences, exciting silent and live auction items and a lively after party, it will be a night you don't want to miss. Please join us for this inspirational evening and the chance to hear how lives have been transformed through wishes and how you can help shape our future.

About Make-A-Wish® Mid-Atlantic

- The Mid-Atlantic chapter serves children who reside in the District of Columbia, Maryland and northern Virginia.
- Following referral, a certified medical professional must verify that the child has a critical illness. There are no other qualifications based on sex, race, religion, socioeconomic status or any other demographic category.
- Over 600 volunteers help the Mid-Atlantic chapter maintain its grassroots support by delivering the organization's mission to seriously ill children.

89%



of surveyed nurses, doctors, social workers and child life specialists believe wishes can positively influence physical health

79%



of adult former wish kids say their wish experience marked a turning point in their treatment and recovery

92%



of volunteers said wishes make them want to keep helping others

71%



of adult former wish kids believe their wish experience help save their lives



The Impact of Your Sponsorship

Sponsoring *Evening of 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. *Evening of Wishes* is a powerful way for you or your company to publicly demonstrate a commitment to employees, their families and the community.

Who Does Make-A-Wish Reach?

- 9,700+ wish families who the chapter has served since our inception in 1983
- 500+ volunteers throughout the Mid-Atlantic region
- 35,000+ social media followers
- 6,000+ past event participants
- 12,000+ print news subscribers
- 45,000+ enews subscribers

You're in Good Company!

Thanks to our 2018 Sponsors



A member of the AstraZeneca Group



CUSTOMIZED COMMUNICATIONS ► RENOWNED RESULTS



Counting on your *Support!*

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SPONSORSHIP BENEFITS

SPONSORSHIP LEVELS

	STAR \$50,000	WISH \$25,000	HOPE \$15,000	STRENGTH \$10,000	JOY \$7,500	MAGIC \$5,000	SUPPORTER \$2,500
Exclusive Presenting Sponsorship	★						
Limo transportation to the event	★						
Room at area hotel the evening of the event	★						
Logo on auction preview site	★	★					
Social media acknowledgment*	★	★					
Invitation to VIP reception	★	★	★				
Premier event seating	★	★	★				
Specialty wine for event table(s)	★	★	★				
Recognition on auction site at event	★	★	★				
Company signage on table	★	★	★	★			
Acknowledgment on signage at event*	★	★	★	★			
Company logo on website	★	★	★	★	★		
Seating for guests at the event	2 tables*	1 table*	1 table*	1 table*	6 seats	4 seats	2 seats
Acknowledgment in event program*	full cover page	full page	1/2 page	1/4 page	1/4 page	listing	listing

*depending on timing of sponsorship commitment

Specialty SPONSORSHIP OPTIONS

These sponsorships present an opportunity for your company to be the exclusive sponsor of key gala experiences.

Mission Moment | \$35,000

Fair market value - \$2,255

Your company will help make an emotional impact at the gala by sponsoring the exclusive mission video featured during the event program. Your company will be verbally recognized and shown via logo on the screen as the sponsor of this unforgettable video and wish experience that captures the entire audience. You will also receive one table, signage at the event, access to the exclusive VIP reception and a full-page acknowledgement in the gala program book.

VIP Reception | \$15,000

Fair market value - \$2,255

You are invited to sponsor the VIP reception before the event begins that is attended by lead sponsors, top supporters and VIP guests. Guests at this exclusive reception have the opportunity to meet local wish children, other VIP guests and receive special access to the silent auction before guests arrive. You will receive 8 tickets to the VIP reception, a table at the gala, special event signage and a 1/4 page acknowledgement in the gala program book.

Valet | \$10,000

The front of the venue will include event signage featuring your company and logo as the valet sponsor. Your logo will appear on the parting gift that each guest receives at the end of the evening, and you will receive a 1/4 page acknowledgment in the gala program book.

After-party | \$7,500

Guests will leave the dinner portion of the event to enter the after-party for dancing and dessert. Your company logo will be displayed via light projection at the after-party. You will also receive a 1/4 page acknowledgment in the gala program book.

Dessert | \$5,000

All guests enjoy a delectable arrange of desserts following dinner. By becoming the special dessert sponsor, your company logo will be featured at the dessert stations and on custom dessert napkins. You will also receive a 1/4 page acknowledgement in the program book.





2019 SPONSORSHIP COMMITMENT FORM

YES! I/We would like to help make wishes come true by sponsoring the *Evening of Wishes* on April 6, 2019. Please fill out the form entirely and return no later than February 2, 2019.

Sponsor Name(s): _____
Please print name exactly as you wish to be listed on promotional materials

Contact Name: _____

Address: _____

Telephone: (____) _____ E-Mail: _____ Fax: (____) _____

Website (for appropriate sponsorship levels): _____
By providing this information, you agree to have your website linked to Make-A-Wish® Mid-Atlantic's website, if applicable.

SELECT SPONSORSHIP

- STAR (\$50,000)
Fair market value - \$4,509
- WISH (\$25,000)
Fair market value - \$2,255
- HOPE (\$15,000)
Fair market value - \$2,255
- STRENGTH (\$10,000)
Fair market value - \$2,255
- JOY (\$7,500)
Fair market value - \$1,691
- MAGIC (\$5,000)
Fair market value - \$1,127
- SUPPORTER (\$2,500)
Fair market value - \$564

- I/We would like to make my sponsorship fully tax-deductible and donate my table/tickets back to Make-A-Wish Mid-Atlantic.
- I/We are unable to attend, but enclosed is my tax-deductible contribution of \$_____.

METHOD OF PAYMENT

- PLEASE INVOICE ME
- CHECK (Please make check payable to Make-A-Wish Mid-Atlantic and mail to the address below)
- VISA MasterCard AMEX Discover

_____ Card Number

_____ CSC*** _____ EXP

_____ Name as it appears on card

_____ Signature

***Card Security Code (CSC) is the three or four digit number on the back of card

SPECIALTY SPONSORSHIP*

_____ List Specific Sponsorship Desired

I, _____ commit to _____ on behalf of _____ on _____ date
name sponsorship level company/organization

Authorized Signature _____

Return completed forms via fax, mail or e-mail to:
Kelsey Yates | Make-A-Wish Mid-Atlantic | 6555 Rock Spring Drive, Suite 280 | Bethesda, Maryland 20817
fax 301.656.2857 | kyates@midatlantic.wish.org

* 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.

A copy of our current financial statement is available by contacting Make-A-Wish Foundation of the Mid-Atlantic, at 6555 Rock Spring Drive, Suite 280, Bethesda, Maryland 20817 or via telephone at 30.962.9474. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitation Act are available from the Office of the Secretary of State for the cost of copying and postage.