



Sponsorship & Promotion

1. [Sample Flyer](#)
2. [Sample Press Release](#)
3. [Sample Solicitation Letter](#)
4. [Sample Sponsorship Invoice](#)
5. [Sample Thank You Letter](#)
6. [Sample Sponsorship Packet](#)



THE BOO BASH

MAW Sample
Flyer

To benefit
The Make-A-Wish[®] Foundation of Illinois

SAVE THE DATE

- DATE:** Saturday, October 30, 2004
- TIME:** 7:00 PM to 11:30 PM
- VENUE:** Discovery Museum of Lake County
- HOSTS:** Betty Wazowicz and Susan Smith

Dress up for Halloween and join us for food, entertainment, silent auction and raffle.

Entrance donation: \$20.00 per person

If you would like to join us and be included on the final guest list, please call our reservation line 800.800.0230 (Spectrum Events). All other questions can be sent to theboobash@comcast.net.

Reservation deadline: August 15, 2004

HELP US TO GRANT THE WISH OF A CHILD



The Make-A-Wish Foundation of Illinois grants wishes to children with life-threatening medical conditions to enrich their lives with hope, strength, and joy. For information call 312-602-WISH or visit www.wishes.org.



Sample Press Release

Your Logo or Event Name Here

PRESS RELEASE

Contact Information:

Event Organizer Name

Event Organizer Address

Phone Number (*this should be a number where a reporter will be able to reach you quickly*)

E-mail

FOR IMMEDIATE RELEASE: (**date**) *put the date that you want the information released*

“Title Here” (Example: Community Event Helps Wishes Come True)

CITY, STATE (*Example: Downers Grove, IL*) – This is the opening paragraph, and it should be really brief but explain all of the important points. This paragraph should be anywhere from 3 to 5 sentences. It should include the event that’s going on, the date, time, exact location and the names of important people who will attend.

The next paragraph goes into more detail. For example, this section could explain the importance of the event and why it’s taking place. This is a good place to talk about the success of past events or go into more detail about the upcoming event. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read.

This is where you’ll go in detail about how to order tickets, get more information, etc. Once again, you should keep paragraphs at about 3 sentences in length.

If you want to include further information about the foundation, here is the approved language: The Make-A-Wish Foundation® of Illinois grants wishes to children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Since its start in 1985, more than 7,000 local children have experienced a wish come true. For more information, visit www.wishes.org or contact 800.978.WISH.

This last paragraph is your boilerplate or the standard information about your organization that you want everyone to know. This should be no more than 3 sentences in length.

###

(This mark lets the reader know that it is the end of the article.)



Sample Solicitation Letter

Dear _____

I would like to take this opportunity to introduce you to the Make-A-Wish Foundation® of Illinois; a non-profit organization dedicated to turning dreams into reality for children and teens battling life-threatening medical conditions. Their goal is to provide an escape from the reality of a child's illness and create a world where dreams can and do come true.

Make-A-Wish continues to grow and prosper as they celebrate over 20 years serving children with serious medical conditions. They have made the dreams of more than 7,000 children and teens in Illinois become a reality--never turning a wish away for lack of funds or creativity. Their administrative and fundraising costs have remained constant at 20%, which means that 80 cents of every dollar is used granting the wishes of our special children. Their goal is to fulfill the favorite wishes of 650 children in 2007 at an average out-of-pocket cost of \$5,000 per wish. A child is waiting for his or her wish to become a reality, and you can help to make that happen.

You can help us achieve these goals with your participation and support of (Event Name Here) on (Event Date) at (Event Location).

Please support us either with your event attendance or a contribution to the Make-A-Wish Foundation of Illinois.

Thank you, in advance, for your consideration. Together, we will enrich the lives of children by bringing moments of happiness today to those children facing the trials of serious medical conditions.

Sincerely,

(Event Organizer Name)



MAKE-A-WISH.

Sample Sponsorship Invoice

Make-A-Wish Foundation of Illinois 640 N. LaSalle, Suite 280 Chicago, IL 60610 312-602-9474 (tel), 312-943-9813 (fx)	Invoice No.
CUSTOMER	
Name:	Date:
Address:	Order No:
City: St Zip	Rep:
Attn:	Event: Pedal for Wishes
<p>Sponsorship Level: Nova Sponsorship Benefits: Logo visibility on t-shirts, route signage, banners and invitations.</p> <p style="text-align: center;">Please provide your logo to Tom Jones, tcate@rockstar.edu by July 13, 2007 ~ Thank You</p>	
Cost:	
Payment Details <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	Make all checks payable to: Make-A-Wish Foundation of Illinois
Name: _____ CC#: _____ Expires: _____	The Make-A-Wish Foundation of Illinois grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.



Sample Thank You Letter

Dear: _____

Thank you for your support of (event name). We raised \$_____ to support the Make-A-Wish Foundation of Illinois.

It is truly wonderful to see so many individuals come together to enrich the lives of children suffering from life-threatening medical conditions.

Wishes have been awe-inspiring and life-changing for people involved in any way, allowing family members, volunteers and entire communities to share the power of a wish®. As a generation of wish children can attest, wishes are strong medicine and we thank you for being a part of this magic.

Wish Kids may choose to "Go" and travel somewhere, or "Be" and take on the identity of someone like the president, or "Meet" someone special to their world or "Have" and choose to own something as special as a puppy. Since its inception in 1985, Make-A-Wish Foundation of Illinois has fulfilled more than 7,000 wishes! This year's goal is to grant 650 wishes, each and every wish remains special.

Thank you again on behalf of the children whose lives you have touched. By lending a helping hand, you have helped turn wishes into a reality, and have given our children memories that will last a lifetime.

Best wishes to you and your families for a wonderful and healthy 2007.

May all your wishes come true!

Sincerely,

Event Organizer Name

Sample Sponsorship Packet



2006

2nd Annual
Bike Ride
Benefiting the Make-A-Wish®
Foundation

Sponsorship Opportunities



The Event

This 2nd annual bicycle tour will begin at 8:00 a.m. on Sunday, August 6, 2006. The tour will pass through Chicago's scenic North Shore and the beautiful Cook County Forest Preserves. The longer, 35 mile route will follow picturesque terrain and offer both casual and experienced cyclists exciting challenges. The 10 mile family ride loop will safely allow cyclists of all ages and fitness levels to participate while helping a great cause. And, two fully staffed rest stops along the route will provide snacks, drinks and bike assistance for all riders.

Riders, their families and supporters, and event volunteers will join together after the ride to celebrate their success. Complimentary massages, sponsor booths, prizes/give-a ways and a delicious lunch will be provided, thanks to our generous donors. Monies raised by the event participants and sponsors directly benefit the Make-A-Wish Foundation.

Getting the Word Out

As a sponsor of this premier event you will be prominently featured in event literature and on the Pedal for Wishes website with the option of linking our website to yours. The demographics of the event participants on the North Shore are:

- Families with children under 18yrs
- Bike tour 'regulars'
- General cycling and fitness enthusiasts
- Serious cyclist of all ages (local bicycle clubs)
- Members of the Chicago Bicycle Federation
- Friends of the charitable network
- Network of physicians and healthcare professionals
- Members of the legal and financial community
- Local university faculty and students (University of Chicago Graduate School of Business, Kellogg Graduate School of Business, DePaul, Loyola student groups)
- Civic and public and private school organizations (Boys and Girl Scouts of America, JUF members, sports teams...)

A unique opportunity...

More than 250 people attended last year's inaugural event which raised more than \$18,000, with minimal expenses. With your support, we're hoping to reach more participants and raise more funds for the Make-A-Wish Foundation.

This year we plan on reaching participants, their families, volunteers and Chicago-area businesses devoted to Make-A-Wish's mission that enables children with serious medical conditions to fulfill their dreams. We estimate that more than 400 people, including riders, family members and volunteers, will participate in this 2nd annual event.

You and/or your company will be featured on customized event promotional materials and on the PFW website. In order to limit our costs and maximize funds raised for Make-A-Wish, all event participants and volunteers will register and gather event information from the official Pedal for Wishes website, www.pedalforwishes.org. This promotional strategy will greatly increase the number of visitors to our website and likewise your company's visibility while significantly limiting the need for costly multiple mailings and print materials.

Event promotional materials will be targeted throughout Chicago and the North Shore to advertise the event. Marketing materials and press releases highlighting the event and its sponsors will be targeted to more than 300,000 people on the North Shore and surrounding Chicago area neighborhoods.

Make-A-Wish Program

What We Do

The Make-A-Wish Foundation fulfills the wishes of children battling life-threatening medical conditions to enrich the human experience with hope, strength and joy. In fulfilling a child's favorite wish, Make-A-Wish strives to:

- ❖ Instill strength and hope for the future;
- ❖ Give the child something to look forward to during a seemingly futile period;
- ❖ Allow the family and child to be a "regular" family spending time together;
- ❖ Equip a child with the emotional fuel to endure a difficult experience.



With the help of supporters like you, the Illinois chapter has fulfilled an amazing 6,400 wishes since 1985.

Our Goal

Research informs us that there are children in our community battling life-threatening medical conditions who have not yet experienced the power of a wish. Therefore, we have made it our goal for 2006 to fulfill the favorite wishes of over 600 children at an average out-of-pocket cost of \$5,000 per wish. A child is waiting for his or her wish to become a reality, and you can help to make that happen.



Our Funding

Make-A-Wish receives no federal funding. Wishes are made possible by private donations by companies and individuals in the community. Of the money raised, 80% or more goes toward the wishes of the children. All of all funds raised stay in Illinois to grant wishes of local children.

Wishes

Nearly 50% of Make-A-Wish children choose to visit Disney World. Another popular wish is to go to Hawaii to swim with the dolphins. Computer wishes, shopping spree wishes and celebrity visits are also common.

Pedal for Wishes Sponsorship Opportunities

\$5000 - Wishing Star Sponsor

- Make-A-Wish Award – In person presentation from a Make-A-Wish representative, at a function of the donor's choice, and a plaque of appreciation
- Company logo on route signs and rest stops
- Designation as a Major Event Sponsor in all event literature, including all press materials
- Company name/logo printed on official event tee-shirt
- Complimentary booth space at event start/finish*
- Link on PFW Web Site
- Company name and logo displayed on event's Donor Wall of Fame

\$2500 – Super Nova Sponsor

- Inclusion in all event literature, including all press materials
- Company name/logo printed on official event tee-shirt
- Complimentary booth space at event start/finish*
- Link on PFW Web Site
- Company name and logo displayed on event's Donor Wall of Fame

\$1000 – Nova Sponsor

- Company name/logo printed on official event tee-shirt
- Complimentary booth space at event start/finish*
- Link on PFW Web Site
- Company name and logo displayed on event's Donor Wall of Fame

\$500 – Star Sponsor

- Link on PFW Web Site
- Company name and logo displayed on event's Donor Wall of Fame

*Complimentary booth space will be provided. You may furnish your company's booth space (table, chairs, etc) or contact our event coordinator (Mara Lazar 847-674-4974) to arrange your booth equipment needs.

Join the Pedal for Wishes Team

Our goal is to partner with individuals and companies who share our love for children, our communities and for making a real difference in the lives of seriously ill children. The Pedal for Wishes inaugural event proved that caring individuals and companies can join together to make a significant impact in young peoples' lives. If you have any questions, would like any additional information or are ready to help, please contact your Event Coordinators, Danny or Mara Lazar at 847-674-4974.