



Wishmaker's Ball

2019 EVENT SPONSORSHIP
OPPORTUNITIES

Make-A-Wish®
CENTRAL AND NORTHERN FLORIDA

BRAND ALIGNMENT AND IMPACT

VOTED #1 Charity Gala in Orlando!

Please join us for our 25th Annual Hamlin and Associates Wishmaker's Ball to benefit Make-A-Wish® Central & Northern Florida, who has served more than 5,000 local children and families in the last 20 years. We are thrilled to once again host the event at the beautiful Waldorf Astoria Orlando on April 13th, 2019. Sponsoring the Wishmaker's Ball 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. The Wishmaker's Ball 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?

- ❖ Over 5,000 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
- ❖ 8,000+ 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
- ❖ Radio sponsorship to aid in event promotion
- ❖ Exposure via event websites and listings with over 3,000 monthly visitors
- ❖ Social media posts & email blasts to participants and followers throughout the region

YOU'RE IN GOOD COMPANY

Thank you to our 2018 sponsors!



EVENT OVERVIEW AND EXPOSURE

The 25th Annual Wishmaker's Ball, taking place on Saturday, April 13th, 2019, is Make-A-Wish Central and Northern Florida's signature gala and our largest fundraiser. This year we are thrilled to once again be hosting the event at the luxurious Waldorf Astoria Orlando. The evening includes a 3-course dinner, open bar, an exclusive VIP table drawing, silent and live auctions, special appearances by our wish children, and an after-party that is not to be missed!

The Hamlin Associates Wishmaker's Ball is an excellent marketing vehicle for a sponsor targeting a high-end consumer-based audience with buying power. Over 100 companies are represented at the event.

Wishmaker's Ball

ABOUT MAKE-A-WISH CENTRAL & NORTHERN FLORIDA

- ❖ Founded in 1994, Make-A-Wish Central & Northern Florida has granted more than 5,000 wishes.
- ❖ The Central & Northern chapter serves 54 counties in Florida.
- ❖ In Fiscal Year 2017, Make-A-Wish Central & Northern Florida granted 320 wishes. The most popular wish was to go on a Disney Cruise.
- ❖ The average cost of a wish in the Central & Northern Florida region is \$9,000.

Share the Power of a Wish®!

YOUR DOLLARS, YOUR COMMUNITY. HELP LOCAL KIDS!



Sophia, 3
I wish to go on a Disney cruise



Julian, 4
I wish to have a tree house



Natalie, 7
I wish to be in a Broadway show



Anthony, 11
I wish to go on a shopping spree

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		Sponsorship Levels				
	Title \$75,000	Presenting \$50,000	After Party \$25,000	Platinum \$15,000	Gold \$10,000	Wish Table \$6,000	Table \$3,500
Press release announcing company's support of Wishmaker's Ball	X						
Media promotion before the event	X	X					
Logo displayed each time event is mentioned	X	X					
Gobo projection of company logo	X	X	X	X	X		
Verbal recognition at event	X	X	X	X	X		
Customize company gift bag for guests	X	X	X	X	X		
Logo on all event signage and print material	X	X	X	X	X		
Reserved lit VIP table for 10 with a 3 course meal, VIP concierge, and upgrade wine	2	2	2	1	1	1	
Exclusive VIP Reception	X	X	X	X	X	X	
Tickets to After Party, including open bar	20	20	20	10	10	10	10
Company logo/name displayed on screen and at table	X	X	X	X	X	X	X
Advertisement in event program	Full	Full	Full	Half	Half	1/4	Name listed
Logo/name displayed in Wishmaker's Ball Website and Facebook Page	X	X	X	X	X	X	

TITLE SPONSOR | \$75,000

1 available

Wishmaker's Ball

- Company would be exclusive title sponsor and will be listed each time Wishmaker's Ball is mentioned (example: _____ Wishmaker's Ball)
- Industry Exclusivity: As the exclusive title sponsor, your company will be the only in your industry to participate as an event sponsor. (Other's in your industry can still buy standard tables and tickets)
- Invitation to VIP Reception before gala and sneak peak of auction
- 2 Reserved lit VIP tables for 10 (20 tickets) at Wishmaker's Ball, best seating available
- 3 course formal dinner and open bar provided throughout the entire event
- VIP concierge during dinner for your tables
- Upgrade in wine during dinner
- 20 admissions to the After-Party including open bar
- 2 Upgrade Suite at the Waldorf Astoria Orlando with breakfast and towels
- "Meet our Title Sponsor" e-blast to be sent to attendees between January and April 2018
- Company logo displayed during silent auction on screens during the silent auction and during dinner in the ballroom
- Company logo will be prominently displayed at your table the night of the event
- Gobo projection of company logo in the ballroom
- Verbally recognized at the event
- Opportunity to have company gift bag for guests at company table
- Company logo prominently placed on all event signage and event related print materials (including save-the-date cards (approx. 1,000), invitations (approx. 600), posters (approx. 50), programs (approx. 600), and all auction place cards (approx. 200). *time sensitive
- Full page sponsor advertisement in the event program (distribution 700)
- Opportunity to be included in event media promotion before the event (this to include local newspaper and magazine mentions and is time sensitive)
- Company logo will be prominently displayed and linked on the front page of the Wishmaker's Ball website, www.WishmakersBall.com

Thank you to Hamlin & Associates for their title sponsorship!

Eight special wishes will be fulfilled with your sponsorship!



PRESENTING SPONSOR | \$50,000 *Wishmaker's Ball*

1 available

- Company would be one of a possible two presenting sponsors and will be listed each time Wishmaker's Ball is mentioned (example: Wishmaker's Ball presented by _____)
- Invitation to VIP Reception before gala and sneak peak of auction
- 2 Reserved lit VIP tables for 10 (20 tickets) at Wishmaker's Ball, best seating available
- 3 course formal dinner and open bar provided throughout the entire event
- VIP concierge during dinner for your tables
- Upgrade in wine during dinner
- 20 admissions to the After-Party, including open bar
- Upgraded Suite at the Waldorf Astoria with 2 breakfast vouchers
- Company logo displayed during event on screens during the silent auction and during cocktail hour in the ballroom
- Company logo will be prominently displayed at your booth throughout the night of the event
- Gobo projection of company logo in the ballroom
- Verbal recognition at the event
- Opportunity for company logo on event program at company table
- Company logo prominently displayed on all event signage and event related print materials (including save-the-date cards (approx. 1,000), invitations (approx. 600), posters (approx. 50), programs (approx. 600), and all auction place cards (approx. 200). *time sensitive)
- Full page sponsorship placement in the event program (distribution 700)
- Opportunity to be included in event media promotion before the event (this to include local newspaper and magazine mentions and is time sensitive)
- Company logo will be prominently displayed and linked on the front page of the Wishmaker's Ball website, www.WishmakersBall.com
- Company logo prominently displayed and linked on Event Facebook Page and Make-A-Wish Facebook Page
- A feature press release announcing your company's support of the Wishmaker's Ball.

Thank you to Fields BMW for their presenting sponsorship!

Four special wishes will be fulfilled with your sponsorship!



AFTER-PARTY SPONSOR | \$25,000

1 available

Wishmaker's Ball

- Exclusive After-Party sponsor and will be listed each time Wishmaker's Ball After Party is mentioned (example: Wishmaker's Ball After Party presented by _____)
- Invitation to VIP Reception before gala and sneak peak of auction
- 2 Reserved lit VIP tables for 10 (20 tickets) at Wishmaker's Ball, best seating available
- 3 course formal dinner and open bar provided throughout the entire event
- VIP concierge during dinner for your tables
- Upgrade in wine during dinner
- 20 admissions to the After-Party, including open bar
- 1 hotel room at the Waldorf Astoria Orlando with breakfast voucher
- Company name/logo displayed during event on screens during the silent auction and during dinner in the ballroom
- Company name will be prominently displayed at your table the night of the event
- Gobo projection of company logo in the ballroom
- Verbal recognition at the event
- Opportunity to customize company gift bag for guests at company table
- Company logo prominently placed on all event signage and event related print materials (including save-the-date cards (approx. 1,000), invitations (approx. 600), posters (approx. 50), programs (approx. 600), and all auction place cards (approx. 200). *time sensitive
- Full page sponsor advertisement in the event program (distribution 700)
- Company logo will be prominently displayed and linked on the front page of the Wishmaker's Ball website, www.WishmakersBall.com
- Company logo prominently displayed and linked on Event Facebook Page
- Designated VIP area at the after party
- Separate After Party invitation sent to all guests
- Verbal acknowledgement at event as the After-Party sponsor
- Opportunity to fully customize guest experience during event with branded products
- Gobo with company logo on walls at After-Party

Three special wishes will be fulfilled with this sponsorship!

PLATINUM SPONSOR | \$15,000

2 available

Wishmaker's Ball

• Industry Exclusive

- Invitation to VIP Reception before gala and sneak peak of auction
- 1 Reserved lit VIP tables for 10 at Wishmaker's Ball, best seating available
- 3 course formal dinner and open bar provided throughout the entire event
- VIP concierge during dinner for your tables
- Upgrade in wine during dinner
- 10 admissions to the After-Party, including open bar
- 1 hotel room at the Waldorf Astoria Orlando with breakfast voucher
- Company name/logo displayed during event on screens during the silent auction and during dinner in the ballroom
- Company name will be prominently displayed at your table the night of the event
- Gobo projection of company logo in the ballroom
- Verbal recognition at the event
- Opportunity to customize company gift bag for guests at company table
- Company logo prominently placed on all event signage and event related print materials (including save-the-date cards (approx. 1,000), invitations (approx. 600), posters (approx. 50), programs (approx. 600), and all auction place cards (approx. 200). *time sensitive
- 1/2 page sponsor advertisement in the event program (distribution 700)
- Company logo will be prominently displayed and linked on the Wishmaker's Ball website, www.WishmakersBall.com
- Company logo prominently displayed and linked on Event Facebook Page
- Opportunity to produce a video highlighting sponsor partnership with Make-A-Wish and be shown at gala

Two special wishes will be fulfilled with this sponsorship!

GOLD SPONSOR | \$10,000

5 available

Wishmaker's Ball

• Five separate sponsorships available – first come basis, see below

- Invitation to VIP Reception before gala and sneak peak of auction
- 1 Reserved lit VIP tables for 10 at Wishmaker's Ball, best seating available
- 3 course formal dinner and open bar provided throughout the entire event
- VIP concierge during dinner for your tables
- Upgrade in wine during dinner
- 10 admissions to the After-Party, including open bar
- 1 hotel room at the Waldorf Astoria Orlando with breakfast voucher
- Company name/logo displayed during event on screens during the silent auction and during dinner in the ballroom
- Company name will be prominently displayed at your table the night of the event
- Gobo projection of company logo in the ballroom
- Verbal recognition at the event
- Opportunity to customize company gift bag for guests at company table
- Company logo prominently placed on all event signage and event related print materials (including save-the-date cards (approx. 1,000), invitations (approx. 600), posters (approx. 50), programs (approx. 600), and all auction place cards (approx. 200). *time sensitive
- 1/2 page sponsor advertisement in the event program (distribution 700)
- Company logo will be prominently displayed and linked on the Wishmaker's Ball website, www.WishmakersBall.com
- Company logo prominently displayed and linked on Event Facebook Page

RAFFLE SPONSOR – Additional \$5,000

- Gold sponsor level plus exclusivity on one of the raffles (2 available, first come first serve basis)
("VIP table raffle made possible by_____")

SILENT AUCTION SPONSOR – Additional \$5,000

- Gold sponsor level plus exclusivity on the Silent Auction
("Silent Auction brought to you by_____")

WISH AUCTION COMMITMENT SPONSOR – Additional \$5,000

- Gold sponsor level plus starting the Wish Auction as the very first commitment
("Thank you _____ for committing to start our Wish Auction")

Wishmaker's Ball

2019 SPONSORSHIP COMMITMENT FORM

YES! I would like to help make wishes come true by sponsoring the 2019 Wishmaker's Ball.

Business Name: _____

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

Contact Name: _____

Title: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Telephone: _____

Ext: _____

Fax: _____

Email: _____

Website: _____

SELECT SPONSORSHIP

☐ Title Sponsor
\$75,000
(FMV \$3,000)

☐ Presenting
Sponsor
\$50,000
(FMV \$3,000)

☐ After Party
Sponsor \$25,000
(FMV \$3,000)

☐ Platinum Sponsor
\$15,000
(FMV \$1,500)

☐ Gold Sponsor
\$10,000
(FMV \$1,500)

ADDITIONAL \$5,000 SPONSORSHIP ENHANCEMENTS:

☐ Raffle Sponsor
\$5,000

☐ Silent Auction Sponsor
\$5,000

☐ Wish Auction Sponsor
\$5,000

METHOD OF PAYMENT

☐ Check
(payable to: Make-A-Wish Central & Northern Florida)

☐ Please Invoice Us
***Payment due prior to event date**

☐ Visa

☐ MasterCard

☐ AMEX

☐ Discover

Card Number: _____

CSC: _____

Exp: ____/____/____

Name On Card: _____

Signature: _____

Questions? Please contact:

Make-A-Wish Development and Events Manager, Krista Zagales

kzagales@wishcentral.org, (407) 622-4673 x 209

Please return this form by Fax: 407-622-5803 or Mail To: Make-A-Wish Central and Northern Florida
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