

NIGHT UNDER *the* STARS

2019 SPONSORSHIP OPPORTUNITIES



Make-A-Wish[®]
MID-ATLANTIC



About the Event

MAY 18, 2019

Union Stage | 740 Water St SW, Washington, DC 20024

Make-A-Wish® Mid-Atlantic is proud to present the sixth annual *Night Under the Stars* on Saturday, May 18, 2019. *Night Under the Stars* celebrates the many local wishes granted while raising critical funds for those waiting for their one true wish. Professionals from across all industries are invited to attend *Night Under the Stars* at Union Stage at the waterfront in DC to make wishes come true for local children in our community.

Why Sponsor?

Sponsoring *Night Under the Stars* 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. *Night Under the Stars* is a powerful way for you or your company to publicly demonstrate your commitment to your employees, families and the community.



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 500 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

Brand Alignment & Impact

WHO DOES MAKE-A-WISH REACH?

- 9,700+ wish families who the organization has served since our inception in 1983
- 500+ volunteers throughout the Mid-Atlantic region
- 55,000+ social media followers
- 6,000+ past event participants
- 12,000+ print news subscribers
- 55,000+ enews subscribers



HOW WILL MY BRAND BE LEVERAGED LEADING UP TO THE EVENT?*

- Your company name or logo will appear on the *Night Under the Stars* website
- Your sponsorship will be acknowledged in e-communications to registered participants
- Your company will receive exposure through the media, social media, and marketing initiatives for the event

WHAT EXPOSURE WILL MY COMPANY RECEIVE AT THE EVENT?*

- Your support will be highlighted during the event, during the program, and on event signage
- You will be featured on Make-A-Wish social media throughout the region

*as it corresponds with sponsorship level



You're in Good Company

Thanks to our 2018 sponsors!



NIGHT UNDER the STARS

Sponsorship Opportunities

The following sponsorship packages were designed to maximize recognition at every level of engagement. Make-A-Wish® Mid-Atlantic would be happy to discuss custom package options with you as well, in order to meet your community outreach goals.

	STAR \$10,000	WISH \$7,500	HOPE \$5,000	STRENGTH \$2,500	JOY \$1,000	MAGIC \$500
Exclusive Presenting Sponsorship	★					
Inclusion in all event e-blasts*	★	★	★			
Inclusion in event press release*	★	★	★	★		
Mention in social media posting*	★	★	★	★		
Acknowledgment at the event	★	★	★	★	★	★
Recognition on event website	logo	logo	logo	logo	listing	listing
Recognition on event signage*	logo	logo	logo	listing	listing	listing
Tickets to the event	10 VIP	8 VIP	6 VIP	4	2	2

Specialty Sponsorships

Libation Station Sponsorship \$2,500

This is an opportunity to include your logo and/or branding on all signage and promotion of the Libation Station. Sponsorship includes two general admission tickets.

Specialty Cocktail Sponsorship \$2,500

This is an opportunity to include your logo and/or branding on all cocktail napkins for the event. Sponsorship includes two general admission tickets.

Photo Booth Sponsorship \$2,500

This is an opportunity to include your logo and/or branding on all photo prints from our photo booth. Sponsorship includes two general admission tickets.

**subject to timing of sponsorship commitment*

2019 SPONSORSHIP COMMITMENT FORM

YES! I/we would like to make wishes come true by sponsoring *Night Under the Stars* on May 18, 2019. Please fill out the form entirely and return no later than March 8, 2019.

Sponsor Name: _____
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 (\$10,000)
fair market value - \$840
- WISH (\$7,500)
fair market value - \$672
- HOPE (\$5,000)
fair market value - \$504
- STRENGTH (\$2,500)
fair market value - \$336
- JOY (\$1,000)
fair market value - \$168
- MAGIC (\$500)
fair market value - \$168

- LIBATION STATION (\$2,500)
fair market value - \$168
- PHOTO BOOTH (\$2,500)
fair market value - \$168
- SPECIALTY COCKTAIL (\$2,500)
fair market value - \$168

- I would like to make my sponsorship fully tax-deductible and donate my tickets back to Make-A-Wish Mid-Atlantic.
- I am 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

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

Authorized Signature _____

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

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