

Make-A-Wish®
ALABAMA

Wish Night

PRESENTED BY
EAGLE RISING VETERAN CONSULTANTS

*2024 Sponsorship
Opportunities*

SEPTEMBER 13, 2024

Von Braun Center Saturn Ballroom | Huntsville, Alabama

A Note from Make-A-Wish

Make-A-Wish Alabama is thrilled to invite you to participate in one of the premiere annual fundraising galas in Huntsville: Wish Night. Not only is this a chance to align your company or foundation with one of the most well-known nonprofit brands in the world, it's also an invitation to join us for a fun and exciting evening with live music, fine dining, exclusive live auction items, and more! The funds generated by Wish Night stay right here in Alabama and create life-changing wishes for local children battling critical illnesses.

2024 Wish Night, presented by Eagle Rising Veteran Consultants, will take place on Friday, September 13th at the Von Braun Center Saturn Ballroom. Please consider becoming a corporate sponsor! Depending on the selected sponsorship level, we offer a variety of recognition benefits that puts your business in front of hundreds of North Alabama residents in association with our brand. We also have naming opportunities available that offer maximum visibility at the event itself.

At your earliest convenience, please review this packet and return the attached Sponsorship Commitment Form indicating a willingness to lend your support.

Thank you for helping us transform lives, one wish at a time!



Tracy Smith
President & CEO, Make-A-Wish Alabama



Lacy Fitzpatrick
North Alabama Development Manager



Partnership Benefits



MAKE-A-WISH ALABAMA'S IMPACT

Make-A-Wish Alabama's mission is to create life-changing wishes for children with critical illnesses. Through the support of local donors like you, we have:

- Granted more than 1,000 wishes since 2012
- Served children in all 67 Alabama counties
- Impacted thousands of wish families, volunteers, and supporters through our mission

2023 HUNTSVILLE WISH NIGHT

At our fourth annual Huntsville Wish Night, we raised more than \$268,000 for wishes through the generosity of our supporters.

Sponsoring the 2024 Huntsville Wish Night will not only support our mission in a critical way, it will strategically align your company with our brand and reach across the state:

- 18K+ social media followers
- 5,000+ newsletter email list
- Thousands of state-wide supporters, wish families, and more!



JOIN US FOR WISH NIGHT 2024



LIVE MUSIC
COCKTAIL HOUR
FINE DINING & DRINKS



MISSION MOMENTS
FEATURED SPEAKERS
SILENT & LIVE AUCTIONS

Sponsorship Levels

	PRESENTING \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,500
Name within the event title listed as "2024 Wish Night presented by [Company Name]"	★				
Opportunity to enhance a local wish	★				
Opportunity to provide branded gift to attendees	★				
Additional reserved hotel room on event night	★				
One reserved hotel room on event night	★	★			
Company advertisement featured in event program	Full Page	Half Page			
Thank you video from local wish kid	★	★	★		
Customized digital invitation to share with potential table guests	★	★	★		
Company logo on Wish Night event website, signage, and presentation (in lieu of name only)	★	★	★	★	
Company logo featured in Wish Night event program (in lieu of name only)	★	★	★	★	
Recognition in post-event thank you ad	★	★	★	★	★
Name included on Wish Night event website, program, presentation, and event signage	★	★	★	★	★
Permission to use Make-A-Wish Alabama name/logo (subject to MAWA approval)	★	★	★	★	★
Reserved table(s) at Wish Night 2024	3	2	2	1	1

Event Naming Opportunities

At Make-A-Wish Alabama, we take our responsibility for the monies donated to our cause very seriously. By sponsoring one of the following expenses, you will play a key role in keeping our fundraising costs low as we bring Wish Night to life. That means more of the funds we raise will be spent creating life-changing wishes for children with critical illnesses.

Cocktail Sponsor

\$15,000

1 AVAILABLE

- Exclusive naming rights for the event's specialty cocktail (Ex: Wish-tini provided by Make-A-Wish)
 - Cocktail napkins featuring company logo accompanying every drink order
 - One reserved table of 8 at 2024 Huntsville Wish Night
 - Acknowledgment in Wish Night event program featuring company logo
 - Acknowledgment from podium during the event
-

Afterparty Sponsor

\$10,000

1 AVAILABLE

- Company logo on signage during the afterparty featuring "Afterparty presented by [Company Name]"
 - Co-branded party favors (glow sticks, sunglasses, etc.)
 - Six seats at 2024 Huntsville Wish Night
 - Acknowledgment in Wish Night event program featuring company logo
 - Acknowledgment from podium during the event
-

Smile Station Sponsor

\$5,000

1 AVAILABLE

- Company logo on signage by the photo booth featuring "Smile Station presented by [Company Name]"
 - Four seats at 2024 Huntsville Wish Night
 - Acknowledgment in Wish Night event program and presentation
-

Luxury Auction Sponsor

VARIES

MULTIPLE AVAILABLE

- Opportunity to sponsor a luxury item or trip of your choosing
 - Number of seats at 2024 Huntsville Wish Night to be determined based on auction item value
 - Acknowledgment in Wish Night event program and presentation
-

Décor Sponsor

\$2,500

1 AVAILABLE

- Two seats at 2024 Huntsville Wish Night
 - Acknowledgment in Wish Night event program and presentation
-

The direct donor benefit for your participation in our event is equal to \$138.00 per person and \$179.00 per hotel room. Any amount contributed that is above and beyond may be considered tax deductible, per Section 170(c) of the IRS Code of 1986.



Past Community Sponsors

The following organizations have been Silver Sponsors or higher for Wish Night in Huntsville. We are grateful for these community partners and their commitment to our mission.



EAGLE RISING
VETERAN CONSULTANTS



Sponsorship Commitment Form

Yes! I would like to help make wishes come true by sponsoring Huntsville Wish Night.

Presenting (\$25,000) Platinum (\$15,000) Gold (\$10,000)

Silver (\$5,000) Bronze (\$3,500)

Cocktail (\$15,000) Afterparty (\$10,000)

Smile Station (\$5,000) Luxury Auction Item Décor (\$2,500)

I would like to pledge or contribute \$_____ for the **Fund A Wish** portion of the event.

I will raise my paddle at the event. I am unable to attend; please have a proxy recognize my donation at the event.

Company Name: _____

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

Contact Name: _____

Address: _____

Telephone: _____

E-Mail: _____

Payment Method

By Phone Check* Invoice Online

To pay securely via credit card, please pay online or check the "By Phone" box above to receive a phone call from a MAW staff member.

**Please make checks payable to Make-A-Wish Alabama.*

Mail, email or fax this form to:

Make-A-Wish Alabama
One Perimeter Park S, Suite 100S
Birmingham, AL 35243
Phone: 205.254.9474
Fax: 205.254.9479

For more information, contact:

Lacy Fitzpatrick,
North Alabama
Development Manager
lfitzpatrick@alabama.wish.org
256.468.8961

Valerie Cunningham-Trainer,
Vice President of Advancement
valerie@alabama.wish.org
205.440.1932

To purchase sponsorships online or for more event information, visit:

ALABAMAWISHNIGHT.ORG

Make-A-Wish® Alabama's Tax ID Number is 63-0943675. Make-A-Wish will expend and/or distribute the funds consistent with the original intent and wishes of the donor. However, notwithstanding the foregoing, the Foundation reserves the right to use and/or distribute the funds as deemed appropriate in the sole discretion of the organization in order to support its work. In the event that Wish Night is moved or canceled, any monies already received will be transferred to the new date, or the donor can request a refund.



Make-A-Wish[®]
ALABAMA

alabamawishnight.org