

# Corporate Support: Ways to Get Involved



## National Strategic Alliance Partners

Companies that wish to establish mutually beneficial strategic alliances with the Foundation that may involve sponsorship rights, such as consumer cause marketing/branding, public relations, employee involvement, access to Make-A-Wish supporters and marketing channel, events and promotions at both national and local levels. Higher-level sponsors enjoy more contractual rights and benefits. Tier value is determined by contractually guaranteed minimum cash and *mission-critical* in-kind commitments.

- **Mission Champion** (\$5 million+ min. guaranteed annually in cash and in-kind contributions)
- **Wish Champion** (\$1.5 million+ min. guaranteed annually in cash and in-kind contributions)
- **Cause Champion** (\$500,000+ min. guaranteed annually in cash and in-kind contributions)
- **Fundraising Advocate** (\$250,000+ min. guaranteed annually in cash and in-kind contributions)
- **Small Business Advocate** (\$50,000+ min. guaranteed annually in cash and in-kind contributions)

\* Note: National sponsors may enhance their partnership by activating through a national Wish Platform or the Foundation's signature campaign, Destination Joy® presented by LAY'S®. More details available upon request.



**Media/Promotional Supporter** Media companies and agencies nationally donating pro-bono, blue-chip advertising space and/or creative services valued at \$250,000 or more to help promote the Foundation's mission.



**Preferred Vendor** Companies providing substantial discount pricing to the internal purchasing power of the Make-A-Wish Foundation and its 67 chapters nationwide. Internal promotional rights only; no external marketing rights included. (For that opportunity, please see *National Strategic Alliance Sponsors*.)



**Product Licensee** The Make-A-Wish Foundation of America, through its licensing agent Global Icons, has launched its own line of cause-marketing products, *Wishes by Make-A-Wish Foundation*. Product line focuses on celebration of life, remembrance, dreaming, wishing and aspirations. Companies interested in manufacturing and/or retailing products in the *Wishes* line may contact Bill McClinton of Global Icons, at (310) 820-5300. Rights do not include use of the generic Make-A-Wish Foundation logo. Contract, minimum guarantee and royalties required.



## Corporate Philanthropy

Companies that wish to build employee morale, exhibit good citizenship and support the mission of the Foundation purely through philanthropic donations and/or internal fundraising among employees. No external consumer activation (no cause branding/marketing rights included) included, meaning company cannot promote its support externally to customers/the general public. (For those opportunities, please see *National Strategic Alliance Sponsors* above.)

### Wish Supporter

Organizations willing to provide the Foundation on an as-needed basis extremely valuable, mission-critical resources and access required for highly requested wish-granting experiences, including theme park admissions, sports tickets, access and behind-the-scene passes, wish enhancement products and supplies, etcetera. Does not require a contract or minimum guarantee, only a sincere commitment to assist as available. Marketing rights and benefits and use of Marks are not included.

### Corporate Donor

Companies that name the Make-A-Wish Foundation of America as their national charity of choice and donate a minimum of \$50,000 annually through internal fundraisers and/or corporate gifts. Company receives national rights to communicate its support through *internal* channels only, have access to turnkey employee-engagement tools and is posted on national Web site. Fundraisers may include Workplace Giving and/or Frequent Flier Rallies. Contractual commitment/licensing agreement required.

### Workplace Giving (*internal employee giving campaign*)

Companies willing to include the Make-A-Wish Foundation in their internal employee giving campaign, employee-match program and/or host an annual fundraiser with a goal of generating funds to grant wishes. (Average wish cost is \$7,000 nationally). Turnkey campaign toolkit available from the Foundation.

### Frequent Flier Rally

(*internal employee frequent flier donation campaign*) Companies willing to host an internal campaign to inspire employees to donate their frequent flier miles to the Make-A-Wish Foundation. Turnkey campaign toolkit available from the Foundation.

### Adopt-A-Wish®

Companies can help grant a wish by donating funds to either a local chapter(s) or the national Wish Fulfillment Fund. Company receives a wish story after the wish is granted and a tax contribution receipt for each wish funded. Company may share the wish story with *internal employees only* for a 30-day period.