



FEBRUARY 18, 2023  
BACKYARD · FT. LAUDERDALE · 100 SW 3RD AVE

# What

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## ABOUT THE EVENT

### GREAT AMERICAN BASH

WILL TAKE PLACE ON SATURDAY, FEBRUARY 18, 2023 AT BACKYARD, FORT LAUDERDALE. GUESTS WILL ENJOY BURGERS, BREWS AND BOURBON. IT WILL BE A REFRESHING AFTERNOON TO INDULGE IN SOME ALL-AMERICAN BITES AND SIPS FROM LOCAL RESTAURANTS AND BREWERIES. LIVE MUSIC AND A RAFFLE WILL ROUND OUT THIS ALFRESCO GATHERING THAT WILL HELP MAKE WISHES COME TRUE FOR LOCAL KIDS WITH CRITICAL ILLNESSES.



AT OUR INAUGURAL GREAT AMERICAN BASH IN 2021, WE RAISED IN EXCESS OF **\$90,000** WITH THE HELP OF:

**300+** ATTENDEES

**20+** BURGER, BEER, AND BOURBON VENDORS

**15+** EVENT SPONSORS

### THE IMPACT OF YOUR SPONSORSHIP

WITH THE AVERAGE COST OF A WISH AT \$5,000, THE SUCCESS OF THIS EVENT IS CRUCIAL. YOUR SPONSORSHIP WILL HELP CHILDREN WITH CRITICAL ILLNESSES DREAM BIGGER, FIGHT HARDER, AND LIVE FULLER.

NOT ONLY WILL YOU SHOWCASE YOUR BUSINESS TO OUR GUESTS, BUT YOU WILL ALSO MAKE A LIFE-CHANGING IMPACT ON OUR WISH KIDS AND THEIR FAMILIES. PLEASE REVIEW THE ATTACHED FORMS FOR EVEN MORE BENEFITS OF A SPONSORSHIP.

# About us

## MAKE-A-WISH® SOUTHERN FLORIDA

### WHAT WE DO

Make-A-Wish is on a quest to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight critical illnesses. In our nearly 40-year history, we have granted more than 13,000 wishes in our Southern Florida community.



MORE THAN 70% OF OUR  
\$12+ MILLION ANNUAL BUDGET IS  
ALLOCATED TO WISH GRANTING

TOGETHER, WE CREATE LIFE-CHANGING  
WISHES FOR CHILDREN WITH CRITICAL  
ILLNESSES.



There is a **\$0 COST** to a  
wish family to experience a  
wish come true.

Our organization is proud to be a  
**GUIDESTAR PLATINUM**  
**NONPROFIT PROFILE PARTICIPANT.**

Platinum lets us show quantitative  
metrics on the progress we're making  
toward our mission.

# Why

## IT'S IMPORTANT TO SUPPORT OUR MISSION

“

WITH HER TRANSPLANT SHE GOT THE GIFT OF LIFE. WITH MAKE-A-WISH SHE GOT THE GIFT OF LIVING.

- VICTORIA'S MOM



98% OF MEDICAL PROVIDERS BELIEVE THAT A WISH HAS A POSITIVE IMPACT ON A CHILD'S PHYSICAL WELL-BEING.

”

“

A WISH ISN'T JUST *NICE*, IT'S *Necessary.*

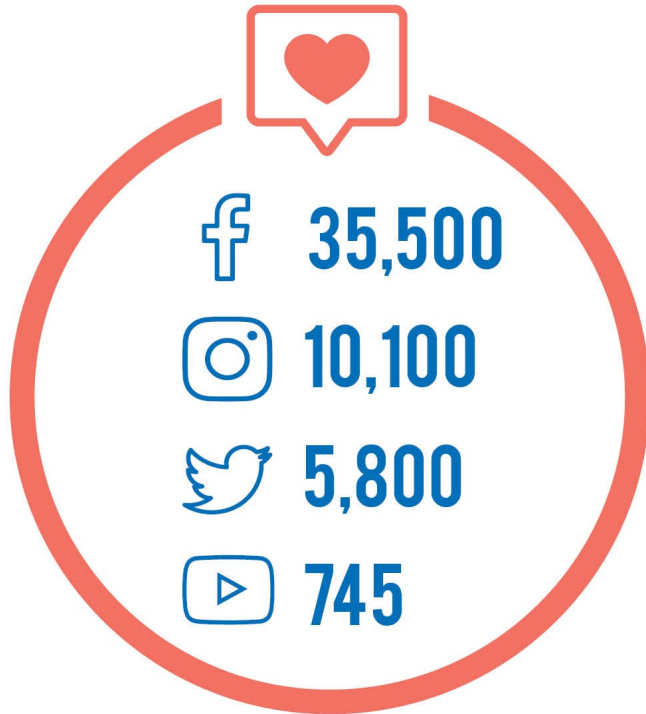


95% OF PARENTS SAY A WISH PROVIDES THEIR CHILD THE OPPORTUNITY TO VIEW LIFE AS MORE THAN AN ILLNESS.

”

# Media

## MAKE-A-WISH MEDIA HIGHLIGHTS



**2022 SOCIAL MEDIA  
FOLLOWERS:  
51,500+**

TO LEARN MORE ABOUT HOW YOU CAN  
HELP MAKE WISHES COME TRUE, VISIT US  
ON THE WEB AT [WISH.ORG/SFLA](https://www.wish.org/sfla).

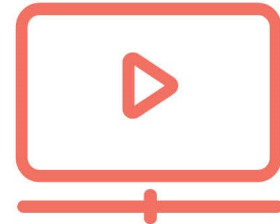
YOU CAN ALSO CONNECT WITH US  
[@MAKEAWISHSFLA](https://www.facebook.com/MAKEAWISHSFLA) ON FACEBOOK,  
TWITTER, YOUTUBE, INSTAGRAM AND  
TIKTOK.



**2022 LIVESTREAM STATS:  
100+ LIVE STREAMS  
356,000 VIEWS**



**2022 LOCAL MEDIA STATS:  
625 STORIES  
6.34 MILLION VIEWS**



**2022 YOUTUBE VIEWS:  
250K**

# Sponsorship

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## OPPORTUNITIES

### TITLE SPONSOR - \$20,000

**OFFER PENDING!**

- One child's wish granted in your company's name
- Entire event branded "Title Sponsor by your company"
- Company logo and designation as event's Title Sponsor featured on all print and digital marketing materials
- Company @handle tagged in all social media\* event posts
- Company logo featured with a live link on the event web site
- Banner with company name listed as Title Sponsor
- Company name/logo featured on event's electronic save-the-date
- Sponsorship includes VIP registration for 20 company representatives to the event
- 6 ft. table and chairs (provided by Make-A-Wish) to market your company and distribute promotional materials
- Special introduction and recognition on-stage at event, including brief speaking opportunity
- Special gift of recognition
- Category exclusivity

### PRESENTING SPONSOR - \$15,000

- Entire event branded "Presented by your company"
- Company logo and designation as event's Presenting Sponsor featured on all print and digital marketing materials
- Banner with company name listed as Presenting Sponsor
- Company logo featured on keepsake gift to be distributed to guests
- Company @handle tagged in all social media\* event posts
- Company logo featured with a live link on the event web site
- Company name/logo featured on event's electronic save-the-date
- Sponsorship includes VIP registration for 15 company representatives to the event
- Special gift of recognition
- Category exclusivity

### PREMIER SPONSOR - \$10,000

**TRUIST** 

- Event branded lanyard to hold beer glass with your company name/logo on it
- Company name/logo featured on select print and digital marketing materials
- Company @handle tagged in all social media\* event posts
- Company logo featured with a live link on the event web site
- Sponsorship includes VIP registration for 15 company representatives to the event
- Special gift of recognition



# Sponsorship

## OPPORTUNITIES

### VIP SPONSOR - \$10,000

- Custom banner over VIP area with company name/logo
- Company name/logo featured on VIP Admission wristbands
- Company name/logo featured on select print and digital marketing materials
- Company @handle tagged in select social media event posts
- Company logo featured with a live link on the event web site
- Sponsorship includes VIP registration for 15 company representatives to the event
- Special gift of recognition



### ENTERTAINMENT SPONSOR - \$5,000

- Custom banner over main stage with company name/logo
- Opportunity to introduce entertainment on stage or verbal recognition by entertainment
- Company name/logo included on select print and digital marketing materials
- Company @handle tagged in select social media\* event posts
- Company logo included with a live link on the event web site
- Sponsorship includes VIP registration for 10 company representatives to the event
- Special gift of recognition



### STAGE SPONSOR - \$5,000

- Custom banner over main stage with company name/logo
- Company name/logo included on select print and digital marketing materials
- Company @handle tagged in select social media event posts
- Company logo included with a live link on the event web site
- Sponsorship includes VIP registration for 15 company representatives to the event
- Special gift of recognition



### PHOTO & INFLUENCE SPONSOR - \$5,000

- Photo booth branded with company name/logo on it
- Company @handle tagged in event Facebook album
- Company name/logo included on select print and digital marketing materials
- Company logo included with a live link on the event website
- Sponsorship includes VIP registration for 10 company representatives to the event
- Category exclusivity



# Sponsorship

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## OPPORTUNITIES

### TASTING SPONSOR - \$3,000

- Company name/logo featured on event disposable serving dishes
- Company name/logo included on select digital marketing materials
- Company logo on the event website
- Sponsorship includes VIP registration for 5 company representatives to the event

### LIBERTY SPONSOR - \$2,500

- Company name/logo branded on People's Choice Award voting token
- Company name/logo included on select digital marketing materials
- Company logo included on the event website
- Company @handle tagged in select social media\* event posts
- Sponsorship includes VIP registration for 5 company representatives to the event

### WRISTBAND SPONSOR - \$2,500

- Event wristband with your company name/logo on it for General Admission
- Company name/logo included on select digital marketing materials
- Company logo included on the event website
- Sponsorship includes VIP registration for 5 company representatives to the event



**SOUTHERN GLAZER'S  
WINE & SPIRITS**

### STARS AND STRIPES SPONSOR - \$2,000

- Company name/logo featured on event cocktail napkins
- Company name/logo included on select digital marketing materials
- Company logo included on the event website
- Sponsorship includes VIP registration for 5 company representatives to the event



### IMPACT SPONSOR - \$1,000

- Company name/logo included on event day digital signage
- Company name/logo included on select print and digital marketing materials
- Company logo featured with a live link on the event website
- Opportunity to provide branded keepsake gift to be distributed to guests



# Sponsorship

## OPPORTUNITIES

### SPONSORSHIP AGREEMENT

This letter entitles the signing sponsor the benefits listed in the selected sponsorship opportunity. In order to participate fully in this event's promotional materials, we respectfully request your sponsorship investment be paid in full no later than February 1, 2023.

Desired Sponsorship Level & Financial Commitment: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, & Zip: \_\_\_\_\_

This letter correctly sets for the understanding of:

\_\_\_\_\_

Print Name

Signature

Date

Thank you for supporting Make-A-Wish Southern Florida.

100% of the net proceeds from this event will help  
grant the wishes of local children with critical illnesses.

*If you are sponsoring this event, please e-mail your logo directly to*

*Kevin Fantis at [kfantis@sfla.wish.org](mailto:kfantis@sfla.wish.org)*