



JANUARY 11, 2025

BACKYARD • FT. LAUDERDALE • 100 SW 3<sup>RD</sup> AVE



## ABOUT THE EVENT

### GREAT AMERICAN BASH

ON SATURDAY, JANUARY 11, 2025 AT BACKYARD, FORT LAUDERDALE WILL BE BIGGER AND BETTER THAN EVER! IT WILL BE AN EXCITING AFTERNOON TO INDULGE IN ALL-AMERICAN BITES AND SIPS FROM LOCAL RESTAURANTS AND BREWERIES. IN ADDITION TO THE BURGERS, BREWS AND BOURBON THE BASH IS FAMOUS FOR, GUESTS WILL ENJOY AN ARRAY OF OTHER ALCOHOLIC BEVERAGES SUCH AS SELTZERS, CRAFT COCKTAILS AND WINE. PLUS, FOR THOSE WITH A SWEET TOOTH, THERE WILL BE MANY DIFFERENT DESSERT OPTIONS. TOPPED OFF WITH LIVE MUSIC AND A RAFFLE, THERE'S SOMETHING FOR EVERYONE AT THIS ALFRESCO GATHERING THAT WILL HELP GRANT CHILDREN'S WISHES!

SINCE ITS INCEPTION, GREAT AMERICAN BASH HAS RAISED IN EXCESS OF **\$280,000** WITH THE HELP OF:

**700+** ATTENDEES

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

**25+** 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 40-year history, we have granted more than 14,000 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.

”



## MAKE-A-WISH MEDIA HIGHLIGHTS



 35,800

 13,600

 5,800

 850

 215



THEY LIKE US!

WE HAVE **61K** FOLLOWERS,  
THE MOST OF ANY  
MAKE-A-WISH CHAPTER  
IN THE COUNTRY.



2024 LOCAL MEDIA STATS:  
**700+ STORIES**  
**6.5 MILLION VIEWS**

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.instagram.com/makeawishsfla) ON  
FACEBOOK, X, YOUTUBE, INSTAGRAM, TIKTOK & LINKEDIN.

\*As of July 2024



# Sponsorship

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## OPPORTUNITIES

### PRESENTING SPONSOR - \$20,000

- One child's wish granted in your company's name
- 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 and designation as event's Presenting Sponsor featured on three large vinyl decals at the event
- Company @handle tagged in all social media event posts
- Company logo featured with a live link on the event website
- Company name/logo featured on event's electronic save-the-date
- Admission for 20 company representatives to the event inclusive of sponsor lounge access
- 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
- Special gift of recognition
- Category exclusivity

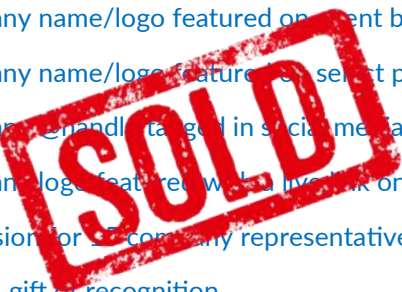
### TENT SPONSOR - \$15,000

- One child's wish granted in your company's name
- Company logo and designation as event's Tent Sponsor featured on all activation tents throughout the event
- 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 website
- Admission for 15 company representatives to the event inclusive of sponsor lounge access
- Special gift of recognition
- Category exclusivity

### PREMIER SPONSOR - \$10,000

- Company name/logo featured on event branded lanyard to hold beer glass
- Company name/logo featured on select print and digital marketing materials
- Company @handle tagged in social media event posts
- Company logo featured with a live link on the event web site
- Admission for 10 company representatives to the event inclusive of sponsor lounge access
- Special gift of recognition

**BISCAYNE BAY**  
BREWING



# Sponsorship

## OPPORTUNITIES

### LOUNGE SPONSOR - \$10,000

- Custom banner over sponsor lounge area with company name/logo
- Company logo featured on keepsake gift to be distributed to guests
- Company name/logo featured on select print and digital marketing materials
- Company @handle tagged in social media event posts
- Company logo featured with a live link on the event website
- Admission for 15 company representatives to the event inclusive of sponsor lounge access
- 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 website
- Admission for 10 company representatives to the event inclusive of sponsor lounge access
- Special gift of recognition

**weinstein**

LEGAL TEAM

PERSONAL INJURY | CRIMINAL DEFENSE

### 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 website
- Admission for 10 company representatives to the event inclusive of sponsor lounge access
- Special gift of recognition



**ASSURANT**®

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

- Photo booth branded with company name/logo
- 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
- Admission for 10 company representatives to the event inclusive of sponsor lounge access
- Category exclusivity
- Special gift of recognition

# Sponsorship

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## OPPORTUNITIES

### TASTING SPONSOR - \$5,000

- Company name/logo featured on event disposable serving dishes
- Company name/logo included on select digital marketing materials
- Company @handle tagged in select social media event posts
- Company logo on the event website
- Admission for 10 company representatives to the event inclusive of sponsor lounge access
- Special gift of recognition



### 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
- Admission for 5 company representatives to the event inclusive of sponsor lounge access



### WRISTBAND SPONSOR - \$2,500

- Company name/logo featured on general admission event wristbands
- Company name/logo included on select digital marketing materials
- Company logo included on the event website
- Admission for 5 company representatives to the event inclusive of sponsor lounge access



### 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
- Admission for 5 company representatives to the event inclusive of sponsor lounge access

### 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 December 13, 2024.

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*

*Jade Ferrada at [jferrada@sfla.wish.org](mailto:jferrada@sfla.wish.org)*

