Make-A-Wish®

WISH NIGHT

DALLAS

Presented by

Ryan

SPONSORSHIP & UNDERWRITING OPPORTUNITIES

SATURDAY, APRIL 17, 2027

THE OPPORTUNITY

Make-A-Wish creates life-changing wishes for children with critical illnesses. Wish Night is the year's biggest opportunity to make wishes come true and share the transformative power of a wish.

By choosing to sponsor Wish Night Dallas, you are aligning your brand with a globally respected, direct-impact, highly credible organization and communicating to your community that you believe wishes matter, wishes work, and wishes give hope to children and families that the impossible is actually possible.

At Wish Night, you will have the opportunity to connect with a powerful network of Dallas' most influential professionals and philanthropists with a shared passion for serving local children with critical illnesses.

Both the need and the opportunity are great. We hope you join us as one of these impactful supporters.

1,100+
children waiting for their wish across North Texas

No. 2
most loved national nonprofit with direct North Texas impact

20 min
a child is diagnosed with a critical illness

90%
of medical providers observed increased compliance with treatment

95%
of wish alumni said the wish helped them overcome feelings of sadness

62%
had a decline in healthcare costs

PRESENTING

SOLD ~~$150,000~~

- Three tables for 10 guests each with exclusive seating and dedicated server
- Exclusive invitation to a first look at Live Auction
- Access to Express Bar at event
- Complimentary sparkling wine for table, along with upgraded wine selection
- Verbal recognition and thank you from the stage
- White glove delivery of your auction item(s)
- Optional use of one overnight hotel stay for the night of Saturday, April 17, 2027
- Exclusive opportunities for wish family engagement to be determined with Make-A-Wish North Texas post event

Company Logo/Name will be used:

- Exclusive listing as the Presenting Sponsor of Wish Night 2026 as "Wish Night presented by ABC Company" with first right of refusal for next year's event
- Exposure featuring sponsor logo with hyperlink to business webpage (as appropriate) on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties. Includes dedicated promotional post on social media.
- Prominently listed on all printed and digital event marketing materials including but not limited to: event pre-communications, invitation, event program and event signage
- Sponsor mention in event press release, interviews and media mentions

DIAMOND

$100,000

- Two tables for 10 guests each with exclusive seating and dedicated server
- Exclusive invitation to a first look at Live Auction
- Access to Express Bar at event
- Complimentary sparkling wine for table, along with upgraded wine selection
- Verbal recognition and thank you from the stage
- White glove delivery of your auction item(s)

Company Logo/Name will be used:

- Exposure featuring sponsor logo with hyperlink to business webpage (as appropriate) on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties. Includes dedicated promotional post on social media
- Prominently listed on all printed and digital event marketing materials including but not limited to: event pre-communications, invitation, event program and event signage
- Sponsor mention in event press release, interviews and media mentions

PLATINUM $65,000

- **Two tables for 10 guests each with premium seating and dedicated server**
- **Exclusive invitation to a first look at Live Auction**
- **Access to Express Bar at event**
- **Complimentary sparkling wine for table, along with upgraded wine selection**
- **Verbal recognition and thank you from the stage**

Company Logo/Name will be used:

- Exposure featuring listing on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties
- Prominently listed on all printed and digital event marketing materials including but not limited to: event pre-communications, invitation, event program and event signage
- Sponsor mention in event press release, interviews and media mentions

GOLD $40,000

- **Two tables for 10 guests each with premium seating and dedicated server**
- **Exclusive invitation to a first look at Live Auction**
- **Access to Express Bar at event**
- **Upgraded wine selection for table**

Company Logo/Name will be used:

- Exposure featuring listing on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties
- Prominently listed on all printed and digital event marketing materials including but not limited to: event pre-communications, invitation, event program and event signage
- Sponsor mention in event press release, interviews and media mentions

SILVER $25,000

- **One table for 10 guests**
- **Exclusive invitation to a first look at Live Auction**
- **Access to Express Bar at event**

Company Logo/Name will be used:

- Exposure featuring listing on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties
- Prominently listed on all printed and digital event marketing materials including but not limited to: event pre-communications, invitation, event program and event signage

BRONZE $10,000

- **One table for 10 guests**

Company Name will be used:

- Exposure featuring sponsor name listing on event website reaching an audience of 25,000+ across various channels in markets spanning 161 counties
- Name recognition on event program and event sponsor signage

Don't see what you're looking for? Please contact Ana Claire Hendricks (achendricks@ntx.wish.org) to discuss. We would love to put together a custom proposal for you!

EXCLUSIVE UNDERWRITING OPPORTUNITIES

Each category offers an exclusive branding opportunity with your logo front and center at point of contact with our guests.

WISH — $50,000 each

☐ Patron Party ☐ Mission Moments ☐ After Party

- **Two tables for 10 guests each with exclusive seating and dedicated server**
- **Exclusive invitation to a first look at Live Auction**
- **Access to Express Bar at event**
- **Upgraded wine selection for table**

Company Logo will be:

- Featured on selected activation
- Prominently listed on all printed and digital event marketing materials
- Featured on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties

JOY — $30,000 each

☐ Auction ☐ Express VIP Bar ☐ Dinner ☐ Entertainment ☐ Valet

- **One table for 10 guests**
- **Exclusive invitation to first look at Live Auction pre-event**
- **Access to Express Bar at event**
- **Upgraded wine at your table for all guests**

Company Logo will be:

- Featured on selected activation
- Prominently listed on all printed and digital event marketing materials
- Featured on event website, social media and email communications reaching an audience of 25,000+ across various channels in markets spanning 161 counties

Each category offers an exclusive branding opportunity with your logo front and center at point of contact with our guests.

HOPE — $15,000 each

☐ **Welcome Cocktail** ☐ **Photo Booth** ☐ **Goodnight Favor**

- **One Table for 10 guests**

Company Name will be:

- Featured on selected activation
- Exposure featuring sponsor name on event website reaching an audience of 25,000+ across various channels in markets spanning 161 counties
- Name recognition on event program and event sponsor signage

STRENGTH — $10,000

☐ **A Night to Remember**
Donate 10 tickets to help wish families attend the event and experience a night they'll never forget

- **4 tickets to event**

Company Name will be:

- Featured on selected activation
- Name recognition on event program and event sponsor signage

Visit us online at **wishnight.org** for payment and pledge options.

Commitment and logo must be received in writing by February 19, 2027, for guaranteed inclusion in pre-event materials.

Commitment and logo must be received in writing by March 15, 2027, for guaranteed inclusion in onsite event materials and signage.