



# 5<sup>th</sup> Annual *Waves & Wishes* Sponsor Proposal

5K Run/Walk Benefiting the  
Make-A-Wish Foundation<sup>®</sup> of South Carolina

Our mission is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.





## INTRODUCTION

Waves & Wishes is a 5K run and walk that has quickly gained popularity statewide and continues to be a favorite throughout the running community. Last year we raised over \$36,000 and attracted more than 600 participants. This year we hope you will join us to celebrate the 5<sup>th</sup> annual milestone event of raising funds and awareness for the Make-A-Wish Foundation® of South Carolina. The mission of the Make-A-Wish Foundation is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Since 1984, the South Carolina chapter of the Make-A-Wish Foundation has touched the lives of more than 2,000 children and their families by offering the thrill of a once-in-a-lifetime wish. The children we serve are faced with daily medical struggles, such as chemotherapy treatments and transplant surgery, when they should be enjoying a carefree childhood. We provide them with a life-affirming experience filled with hope and happiness that supports them during their illness, and often leads to long-term remission with the chance to enjoy a bright future.

By sponsoring this special event your company will have several different advertising and marketing platforms, including an opportunity for product sampling. Most importantly, you will deliver a message that shows you value philanthropic support within your community.

## SPONSORSHIP LEVELS

- ❖ Tidal Wave Presenting Sponsor
- ❖ Sandcastle Sponsor
- ❖ Sand Dollar Sponsor
- ❖ Seashell Sponsor
- ❖ In-Kind/Media Sponsor

## Tidal Wave *Exclusive* Presenting Sponsor

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- As the *Waves & Wishes* Presenting Sponsor, your company will have the invaluable opportunity to grant a local child's wish at the post-race party.
- Company logo printed below the *Waves & Wishes* logo on event t-shirts as the presenting sponsor - "**Presented by** (*insert your logo*)".
- Company logo prominently placed on the *Waves & Wishes* banner displayed in downtown Charleston from September 13<sup>th</sup> to September 27<sup>th</sup>, 2009 (*across Calhoun Street at the Anson Street intersection*).
- Company banner displayed at the Start/Finish line.
- Sponsor is included in all media opportunities, including press releases and public service announcements.
- Sponsor recognized on event flyers as "presenting sponsor".
- Complimentary table on the Pier during the post-race party and awards ceremony.
- Company logo featured on course mile markers.
- Company logo/website link displayed on 2 high traffic websites: the *Waves & Wishes* website and the Make-A-Wish Foundation® of South Carolina official website.
- Recognition at event as the presenting sponsor during awards ceremony, with presentation of *Waves & Wishes*/Make-A-Wish Foundation appreciation plaque.
- Promotional materials distributed in runner race packets.
- Tax deduction for charitable donation.
- The Tidal Wave Presenting Sponsor benefits are given in exchange for a cash donation of \$6,000, which is equivalent to the average cost of a *single* wish granted by the Make-A-Wish Foundation of South Carolina.

## Sandcastle Sponsor

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- Company logo prominently placed on the *Waves & Wishes* banner displayed in downtown Charleston from September 13<sup>th</sup> to September 27<sup>th</sup>, 2009 (*across Calhoun Street at the Anson Street intersection*).
- Company logo printed on event t-shirts below the official *Waves & Wishes* logo.
- Opportunity to display company banner at registration and post-race party.
- Complimentary table on the Pier during the post-race party and awards ceremony.
- Recognition at event during awards ceremony, with presentation of *Waves & Wishes/Make-A-Wish* Foundation appreciation plaque.
- Company logo/website link displayed on the *Waves & Wishes* website as 2009 Sponsor.
- Sponsor recognition on event posters and flyers.
- Promotional material distributed in runner race packets.
- Tax deduction for charitable donation.
- The Sandcastle Sponsor benefits are given in exchange for a cash donation of \$3,000.

## Sand Dollar Sponsor

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- Company logo printed on the *Waves & Wishes* banner displayed in downtown Charleston from September 13<sup>th</sup> to September 27<sup>th</sup>, 2009 (*across Calhoun Street at the Anson Street intersection*).
- Company logo printed on event t-shirts.
- Company logo/website link displayed on *Waves & Wishes* website as 2009 Sponsor.
- Sponsor recognition on event posters and flyers.
- Recognition at event during awards ceremony, with presentation of *Waves & Wishes/Make-A-Wish* Foundation appreciation plaque.
- Promotional material distributed in runner race packets.
- Tax deduction for charitable donation.
- The Sand Dollar Sponsor benefits are given in exchange for a cash donation of \$1,500.

## Seashell Sponsor

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- Company logo printed on event t-shirts.
- Company logo displayed on *Waves & Wishes* website as 2009 Sponsor.
- Sponsor recognition on event posters and flyers.
- Recognition at event during awards ceremony, with presentation of *Waves & Wishes/Make-A-Wish* Foundation appreciation plaque.
- Promotional material distributed in runner race packets.
- Tax deduction for charitable donation.
- The Seashell Sponsor benefits are given in exchange for a cash donation of \$500.

## In-Kind/Media Sponsor

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- Media and other in-kind sponsorships will be negotiated based on estimated value, but please note that the Presenting Sponsor is limited to cash only.
- If you *only* want to distribute promotional materials in the runner race packets the fee to do so is \$150.
- All other gifts and in-kind donations are graciously accepted and will be recognized at the event during the awards ceremony.

### CONTACT INFORMATION

Allison Wilder, Race Coordinator  
Phone: (843) 853-7880  
Fax: (843) 853-7892  
[awilder@mawfsc.org](mailto:awilder@mawfsc.org)

Make-A-Wish Foundation of SC  
3520 Meeks Farm Road, Suite C  
Johns Island, SC 29455  
[www.wavesandwishes.org](http://www.wavesandwishes.org)

***On behalf of all the children served by the Make-A-Wish Foundation of South Carolina, we thank you for your support and generosity!***

# Waves & Wishes 2009 Sponsor Commitment Form

## Donor Information (please print or type)

|                          |  |
|--------------------------|--|
| Contact Name:            |  |
| Company Name:            |  |
| Mailing Address:         |  |
| City, State, & ZIP Code: |  |
| Telephone (business):    |  |
| Fax:                     |  |
| E-Mail:                  |  |
| Date:                    |  |

## Sponsorship Level

Please indicate your company's level of participation:

- Tidal Wave Sponsor - \$6,000  
 Sandcastle Sponsor - \$3,000  
 Sand Dollar Sponsor - \$1,500  
 Seashell Sponsor - \$500  
 Other amount/In-kind donation

Please make checks payable to:

Make-A-Wish Foundation  
3520 Meeks Farm Road, Suite C  
Johns Island, SC 29455  
Attn: Allison Wilder

I (we) plan to make this contribution in the form of:

Cash  Check  Credit card  Other



|                       |  |
|-----------------------|--|
| Credit card type:     |  |
| Credit card number:   |  |
| Expiration date:      |  |
| Authorized signature: |  |

Please fax this form to Allison Wilder at 843-853-7892. Remit payment by September 12<sup>th</sup>, 2009. In order to ensure proper advertisement, new sponsors should email their company logo to [awilder@mawfsc.org](mailto:awilder@mawfsc.org) before August 22<sup>nd</sup>. We are grateful for your support!