



Wishes
on the *Roof*

FEBRUARY 22 AT 6:30PM

THE ROOF AT FAIRMONT HOTEL VANCOUVER

SPONSORSHIP OPPORTUNITIES



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By sponsoring Wishes on the Roof on February 22nd, you will become a part of our important mission here at Make-A-Wish Canada, to grant life-changing wishes for children facing critical illnesses. For many children, a wish marks the start of feeling normal again; for others, it serves as a launching point into new treatments; for everyone, it's the beginning of hope.

We invite you to be part of that!

At this invite-only event, guests will enjoy an intimate evening featuring a unique curated food and sommelier-led wine pairing experience, all while enjoying the soulful tunes of Juno Award Nominee Warren Dean Flandez and the incredible views of downtown Vancouver.

Not only that, but we will be making a surprise announcement during the evening to a child that their heartfelt wish is being granted! Our wish team has been hard at work on the details of this wish and now **YOU can be part of the magic!**

We have over 625 children waiting for a wish in BC & Yukon alone, and their families are likely your friends, neighbours, or coworkers. With your support, we will enjoy a night to remember, celebrating hope, strength, and joy for years to come.



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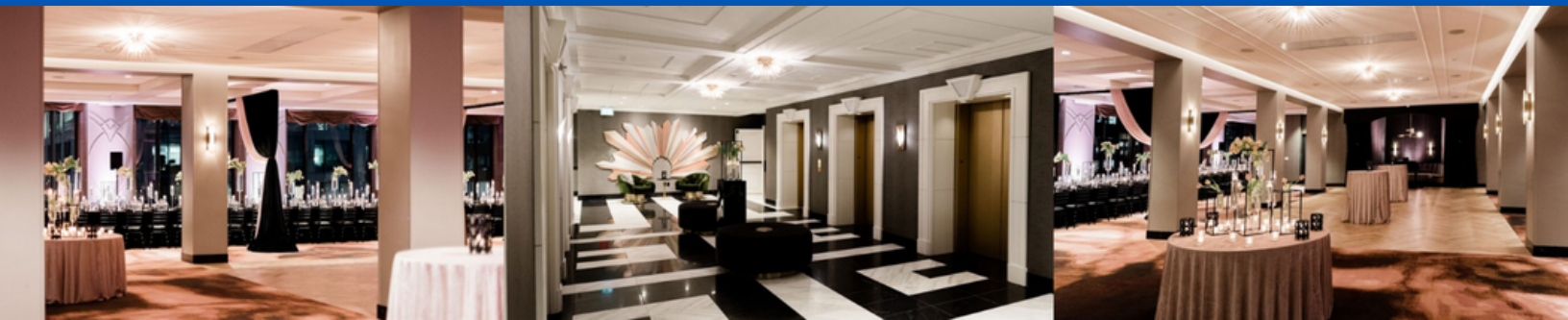




ABOUT THE VENUE

Located on the 15th floor of the iconic Fairmont Hotel Vancouver, The Roof features large north & south facing windows offering amazing views of the city, mountains, and water.

Fully renovated in 2021 preserving its art deco style, The Roof stands as the exclusive event space on this floor, providing a haven of privacy and intimacy, allowing for a one-of-a-kind experience at Wishes on the Roof.



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Make-A-Wish is the world's leading children's wish-granting organization, serving children in every community across Canada, and in more than 50 countries worldwide.

A child is diagnosed with a critical illness every 20 minutes. With three new children facing critical illnesses each and every hour, our need for donations is continuous.

A wish is an integral part of a child's treatment journey. Research shows children who have a wish granted can build the physical and emotional strength they need to fight their illness.

- 95% of wish parents said their wish brought their family closer together.
- 97% of wish parents said their child's wish made their child feel more joyful.
- 95% of wish children said their wish helped them overcome feelings of sadness.
- 100% of medical providers said the wish improves a child's emotional well-being.

I wish to go horsebackriding

"I still can't believe it. I feel like there was a degree of healing being able to have some of what we lost back: precious time together and everything organized for us so far less stress. This trip would not have been financially possible right now either so this gift was so appreciated." -Wish Parent



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PRESENTING SPONSOR - \$25,000

The Presenting Sponsor will receive prominent recognition and exposure leading up to and throughout the event, including but not limited to:

- Exclusive - only 1 available
- Includes 10 tickets
- Logo placement as “Presented By” underneath or beside Wishes on the Roof on all event materials, including invitations, event programs, and website
- Mention as Presenting Sponsor in press release, interviews, and potential media coverage leading up to and during event
- Sponsor logo featured on video during event
- Opportunity for a representative to speak at the event (2 minutes), expressing your commitment to supporting Make-A-Wish
- A designated VIP area at the event and access to our VIP Cocktail Reception for all your ticket holders immediately prior to Wishes on the Roof, allowing your representatives to network with wish kids, influential community members, business leaders, and other event sponsors
- Mentions on Make-A-Wish, BC & Yukon social media platforms highlighting your Presenting Sponsorship
- Custom infeed Instagram post highlighting why you support Make-A-Wish



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STAR SPONSOR - \$10,000

As Star Sponsor, you will receive prominent recognition and exposure leading up to and throughout the event, including but not limited to:

- Only 5 available; 3 remaining
- Includes 6 tickets to event
- Logo placement on all event promotional materials, including invitations, event programs, and website
- Mention as Star Sponsor in press release, interviews, and potential media coverage leading up to and during event
- Sponsor logo featured on video during event
- Acknowledgement at event as Star Sponsor, setting the stage for an inspiring night of generosity for other guests in attendance
- Access to our VIP Cocktail Reception for all your ticket holders immediately prior to Wishes on the Roof, allowing your representatives to network with wish kids, influential community members, business leaders, and other event sponsors
- Mentions on Make-A-Wish, BC & Yukon social media platforms highlighting your Star Sponsorship.
- Custom infeed social post highlighting why you support Make-A-Wish



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PENN'S STORY

Some wishes are simply meant to be and Penn's wish to meet her favourite princess was one such wish. Despite having the odds stacked against her, Penn's dream came true. Penn's parents Catherine and Sheldon first realized something was wrong their daughter's health when she complained of a sore arm and started to develop a slight tremor.

In May 2021, in the middle of the pandemic, they received the devastating news that their three-year-old daughter had brain cancer. Treatment began immediately, but despite the best efforts of her medical team, her condition worsened rapidly. No three-year-old should have a bucket list, but Penn came up with one that included eating ice cream every day, going to the park, and seeing a whale. She also wanted to meet her favourite princesses.

Knowing her through books and movies, her favourite princess was kind, wore brain tumour the colour blue (which Penn loved!) and always liked things to be clean and tidy; traits that Penn shared. She loved the princess so much that Penn sometimes endured radiation treatments while wearing her favourite princess dress. Penn's parents knew that this wish would be difficult given COVID travel restrictions. Penn was referred for a wish, but because travel outside of Canada was not yet approved, they decided to wait until they could go, rather than choose another wish.

In May 2022, Penn was considered strong enough to travel and her oncologist encouraged the family to go, as time would be limited. Trips to the U.S. had just restarted, with Florida being the only destination available where she could meet her favourite princess. Catherine worried that the trip to Florida would be too difficult with connections, but a direct flight became available, and the family was off within 72 hours. "We went from not flying internationally in nearly five years to suddenly travelling with COVID restrictions, while Penn was in between chemotherapy cycles," said Catherine.

Make-A-Wish Canada covered the cost of the insurance to travel. Penn's palliative nurse, who happened to be her beloved aunt, also joined the trip to keep her comfortable. The family enjoyed a magical week making priceless memories. "When we arrived at the theme park, we were treated to every VIP experience", remarked Catherine. Penn finally met her beloved princess on her sister Paige's seventh birthday, making the day very special for them both.

Catherine remembered, "On the day of the meeting, Penn asked us to take her off her pain medications. She also asked her dad to carry her instead of staying in her stroller. She wanted to be alert and to fully experience the magic of it. And she did. That's a day I'll never forget."

Seventeen days after they returned home, Penn passed away peacefully having fulfilled her final bucket list item. For Penn's family, those precious memories sustain them.

"We are so grateful that we were able to help Penn do everything she wanted to do in her short five years here on Earth. Not many of us can say we've completed our bucket lists, even if we live to 99 years of age. That brings us a lot of comfort."



I wish to meet princesses

Penn
brain tumour

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