



wish kid **SJ** and  
riders at the 2023  
Wish-A-Mile

Make-A-Wish<sup>®</sup>  
MICHIGAN

# 2024 Wish-A-Mile<sup>®</sup> Sponsorship Guide

**July 26 – 28, 2024**



*I wish to go to  
Washington, D.C.*

**Ryder, 7**  
blood disorder

## Event Overview - Wish-A-Mile® Bicycle Tour

By supporting the 37th Annual Wish-A-Mile Bicycle Tour, you can play an important role in raising critical funds to help grant transformational wishes to kids throughout the state. Dedicated and passionate cyclists will come together July 26-28, 2024 to ride for Michigan kids. The tour consists of a three-day, 300-mile route with an option to ride a two-day, 200-mile route or one-day, 100-mile route. Sponsors receive a variety of visibility, including exposure to hundreds of cyclists and volunteers.

## Align your Brand..

Team up with the #1 most trusted nonprofit operating locally across fifty states!

Partnering with Make-A-Wish Michigan supports employee recruitment and retention goals, along with consumer loyalty.

- 92% of employed Americans say they would be more committed if their employer supported Make-A-Wish
- 87% of consumers will purchase a product because a company aligned to an issue they care about

## Our Mission

*Together, we create life-changing wishes for children with critical illnesses.*

- ★ Since 1984, we have granted more than 11,500 wishes to Michigan children.
- ★ An estimated 800 Michigan children will be diagnosed with a critical illness this year alone.
- ★ An eligible wish child must be referred between the ages of 2½ and 18 and live in Michigan.
- ★ Funds donated to Make-A-Wish Michigan stay in Michigan to grant the wishes of local kids.
- ★ A Make-A-Wish® America survey found that 96 percent of parents said the wish experience strengthened their families.
- ★ Our 2024 goal is to grant 500 wishes, more wishes than ever before!







# Wish-A-Mile® Bicycle Tour

## July 26 - 28, 2024

### Lead Sponsor \$75,000 *(Limit one)*

- Inclusion in event press releases
- Speaking opportunity at WAMmys
- Sponsor supplied logo item(s) for participants
- Social media mention(s)
- Logo in WAMmys PowerPoint
- Logo on banners
- Logo on rider jersey<sup>1</sup>
- Logo on back of rider t-shirt
- Logo in rider e-blasts
- Logo and link on event website
- Logo on 3 Miles for Smiles signs
- Reserved seating at WAMmys

### Gold Sponsor \$25,000 *(Limit five)*

- Social media mention(s)
- Logo in WAMmys PowerPoint
- Logo on banners
- Logo on rider jersey<sup>1</sup>
- Logo on back of rider t-shirt
- Logo in rider e-blasts
- Logo and link on event website
- Logo on 2 Miles for Smiles signs
- Reserved seating at WAMmys

<sup>1</sup>Must commit by April 5, 2024 to be listed on jersey

### Silver Sponsor \$15,000 *(No limit)*

- Social media mention
- Logo in WAMmys PowerPoint
- Logo on banners
- Logo on back of rider t-shirt
- Logo in rider e-blasts
- Logo and link on event website
- Logo on 1 Miles for Smiles sign

### Bronze Sponsor \$10,000 *(No limit)*

- Social media mention(s)
- Listing in WAMmys PowerPoint
- Listing on banners
- Listing on back of rider t-shirt
- Logo in rider e-blasts
- Logo on event website
- Logo on 1 Miles for Smiles sign





# Wish-A-Mile® Bicycle Tour

## July 26 - 28, 2024

### Heroes Hurrah \$25,000 (Sold)

- Logo on banners
- Logo on back of rider t-shirt
- Exclusive signage in sponsored area
- Social media mention(s)
- Logo in WAMmys PowerPoint
- Logo in rider e-blasts
- Logo and link on event website

### Rider Safety & Support Sponsor \$20,000 (Limit one)

- Social media mention
- Logo on all support vehicles
- Logo in WAMmys PowerPoint
- Logo on banners
- Logo on back of rider t-shirt
- Logo in rider e-blasts
- Logo and link on event website

### Lunch Sponsor \$15,000 (for all three days) (Limit one)

- Exclusive signage in sponsored area
- Social media mention(s)
- Logo in WAMmys PowerPoint
- Logo in rider e-blasts
- Logo and link on event website
- Logo on back of rider t-shirt

### Kids Zone Sponsor \$10,000 (Sold)

- Exclusive signage in sponsored area
- Social media mention(s)
- Logo in WAMmys PowerPoint
- Logo in rider e-blasts
- Logo on event website
- Listing on back of rider t-shirt

### WAMmys \$5,000 (Saturday night awards ceremony) (Sold)

- Exclusive signage in sponsored area
- Social media mention(s)
- Logo in WAMmys PowerPoint
- Listing in rider e-blasts
- Listing on event website

### Hospitality Sponsor \$5,000 (Sold)

- Exclusive signage in sponsored areas
- Social media mention(s)
- Logo in WAMmys PowerPoint
- Listing in rider e-blasts
- Listing on event website

### Break Stop Sponsor \$3,000 (for all three days) (Limit seven)

- Exclusive signage in sponsored area
- Social media mention(s)
- Listing in WAMmys PowerPoint
- Listing on event website



**Yes!** We would love to sponsor Wish-A-Mile® Bicycle Tour 2024  
and commit to the following tax-deductible level:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <b>Lead:</b> \$75,000   | <input type="checkbox"/> <b>Heroes Hurrah:</b> \$25,000              | <input type="checkbox"/> <b>Kids Zone:</b> \$10,000  |
| <input type="checkbox"/> <b>Gold:</b> \$25,000   | <input type="checkbox"/> <b>Rider Safety &amp; Support:</b> \$20,000 | <input type="checkbox"/> <b>WAMmys:</b> \$5,000      |
| <input type="checkbox"/> <b>Silver:</b> \$15,000 | <input type="checkbox"/> <b>Lunch:</b> \$15,000                      | <input type="checkbox"/> <b>Hospitality:</b> \$5,000 |
| <input type="checkbox"/> <b>Bronze:</b> \$10,000 |  | <input type="checkbox"/> <b>Break Stop:</b> \$3,000  |

**Personal/Company Representative Signature:** \_\_\_\_\_

Please clearly print the following information for us:

**Name:** \_\_\_\_\_

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

**Please list us on all marketing materials as:** \_\_\_\_\_

Facebook page: \_\_\_\_\_

Twitter handle: \_\_\_\_\_

Instagram handle: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- ☐ **Send me an invoice to the above email address**
- ☐ **Check enclosed** (Please make checks payable to Make-A-Wish Michigan)
- ☐ **Credit card** (Please contact Make-A-Wish Michigan at (800) 622-9474 for payment.)
- ☐ **Use a Unique Giving Vehicle or Make Payment Arrangements** - To use a donor advised or charitable gift fund, make a gift of stock, other giving vehicle - or - make arrangements for future payment, please contact Kedrin Gall (information below)

Please email or mail this form to Make-A-Wish Michigan

EMAIL: [kgall@michigan.wish.org](mailto:kgall@michigan.wish.org)

MAIL: Make-A-Wish Michigan Southeast Michigan Office and Statewide Processing Center  
ATTN: Kedrin Gall  
20750 Civic Center Drive, Suite 180  
Southfield, MI 48076

Any questions may be directed to Kedrin Gall at [kgall@michigan.wish.org](mailto:kgall@michigan.wish.org) or by phone at 810.522.6510

# FY24 Board of Directors

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Community Volunteer

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Wealth Management  
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Southeast Regions

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Medicine,  
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at Spectrum Health

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Home Rehabilitation  
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University of Michigan

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Aspen Surgical

## Chapter Medical Advisor

**James Fahner, M.D.**  
Endowed Division Chief  
Pediatric Hematology/Oncology,  
Ethie Haworth Children's  
Cancer Center  
Helen DeVos Children's Hospital  
at Spectrum Health

## Ex Officio

**Michael Hull**  
President & CEO  
Make-A-Wish Michigan



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