



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

Make-A-Wish[®]

MICHIGAN

2024 Wish-A-Mile[®] 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 jersey¹
- 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 jersey¹
- 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

¹Must 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

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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 \$5,000 (Limit three)

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

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

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 or by phone at 810.522.6510

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Ex Officio

Michael Hull
President & CEO
Make-A-Wish Michigan



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