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## National Corporate Alliances Sponsorship Information

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Written and released by  
Make-A-Wish Foundation®  
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Dear Potential Partner:

The Make-A-Wish Foundation is on a mission: to make wishes come true for children facing life-threatening medical conditions. When we grant a child's heartfelt wish, joy eclipses illness – and that's why we're here. We are so glad your company is interested in forming a strategic alliance with us to help grant the wishes of even more courageous children.

Every 41 minutes, the Make-A-Wish Foundation grants a wish, making an important impact on not only the wish child and family, but on all who are involved. In today's corporate culture, companies that align with a not-for-profit can measure and realize the impact of their generosity. The Make-A-Wish Foundation is proud to be such an organization, and offers companies and their employees many opportunities to share the power of a wish®.

It's proven that cause alliances are most successful when they are woven into the fabric of both the nonprofit and the corporate partner; when it's not simply about giving and receiving funds, but when common goals and positioning are embraced deeply and authentically by both. A successful alliance finds parallel synergies, rallies employee spirit, wins the loyalty of consumers and constituents, moves the needle on mission and business objectives and awakens the creative energy of all.

The Make-A-Wish Foundation offers four tiers of national sponsorship (see page 3), segmented by the value of cash and in-kind contributions. Yet, the Foundation strongly believes that the healthiest alliances are those that incorporate the numerous assets of a corporation, and integrate and engage those various assets for the strength and benefit of the alliance. During negotiations, the Make-A-Wish Foundation asks each potential partner to consider partnering in any (or preferably all) of the following channels:

-  Wish Granting Funds
-  In-Kind Resources
-  Employee Activation
-  Marketing & Advertising Support
-  Liaisons

Sponsors are recognized through the Foundation's Five Star program, assigning one star for each channel a sponsor is able to commit and activate. The goal of the Five Star program is to extend the Foundation's recognition, value, breadth, and depth of each alliance, regardless of which tier it claims.

Herein, you will discover the basic strategy, guidelines and approval process the Foundation's national office uses to negotiate strategic alliances. While we have core sponsorship packets, crafted and professionally valued by the foremost leaders in the sponsorship industry, IEG, it is important to note that each and every alliance the Foundation enters into is customized to specifically meet the measurable goals and objectives of both parties.

We are thrilled that you are considering the Make-A-Wish Foundation as a possible cause partner. We take great pride in having one of the most cutting-edge, innovative, well-recognized and joyful brands in America. We look forward to your partnership.

Sincerely,

Jennifer L. Maher  
Vice President Marketing & Corporate Alliances

## Vision of a “Five Star” Strategic Alliance

The Make-A-Wish Foundation wants its partners to know they're valued. We are dedicated to building long-term, integrated strategic alliances with its corporate partners. The Foundation believes that “integrated” and “strategic” mean that each alliance focuses a myriad of a corporation’s valuable assets towards helping advance the mission of the Foundation, both nationally and at the local level. Ideally, each corporate sponsorship is crafted as a Five Star alliance and entails all five of the following:

1. **Wish-granting funds:** Working capital dollars that can be channeled by the national office to chapters to underwrite the granting of wishes and operational functions of the charity.
2. **In-kind resources:** Budget-relieving products and services needed for wish granting, wish enhancements and/or operations.
3. **Marketing & advertising support:** Blue-chip advertising opportunities for the Foundation to share its mission, programs and philosophy, thereby enabling chapters to increase donations and volunteers, ensuring more wishes are granted.
4. **Employee activation:** A corporation's commitment to educating their workforce about the mission of the Make-A-Wish Foundation and to encourage their active involvement, volunteerism, referrals and donations.
5. **Liaisons:** A company's commitment to provide introductions to corporate partners, vendors, manufacturers or business colleagues who may be able to become addition sponsors and/or supporters of the Foundation.

## National Sponsorship Levels

*The Make-A-Wish Foundation® of America offers a multi-tiered approach to sponsorship, offering several levels at which companies can support the Foundation:*

**Mission Champion:** \$5 million minimum guaranteed annual cash and in-kind commitment. A national sponsor wishing to wrap around the Make-A-Wish® mission, adopt title sponsorship of a wish platform or sponsorship of a signature campaign, claim “premier” category status, and receive maximum recognition rights and benefits from the Foundation. Three-year commitment is required.\*

**Wish Champion:** \$1.5 million minimum guaranteed annual cash and in-kind commitment. A national sponsor wishing to wrap around the Make-A-Wish mission, adopt a co-sponsorship position of a wish platform or signature campaign, and receive substantial recognition rights and benefits from the Foundation. Three-year commitment is required.\*

**Cause Champion:** \$500,000 minimum guaranteed annual cash and/or in-kind commitment. A national sponsor wishing to adopt a co-sponsorship of a wish platform, and receiving numerous recognition rights and benefits from the Foundation. Three-year commitment is required. \*

**Fundraising Advocate:** A company wishing to name the Make-A-Wish Foundation its “charity of choice” and conduct its own fundraising through internal and external channels to benefit the Foundation. Minimum guarantee of \$250,000 annually. One year or short-term commitments are permitted.




\* Certain minimum cash requirements due upon contract signing.

\*\* The financial commitments above are based upon resources directly benefiting and donated to the Foundation, and do not include the value associated with the successful activation of the alliance. Make-A-Wish seeks partners committed to providing a minimum of a 1:1 sponsorship/activation ratio.

## Wish Platforms

Mission Champions, Wish Champions and Cause Champions select one Signature Campaign or one Wish Platform around which to promotionally leverage their sponsorship. On a first-come, first-served basis, Mission Champions and Wish Champions may elect to title sponsor a wish platform, such as XYZ Animal Wishes. Thereafter, additional sponsors to that Wish Platform will be based on a co-sponsor level. Cause Champions are only eligible for co-sponsorship level recognition.

### Signature Campaigns

-  *Destination Joy™* our Signature Campaign; Focused on joy and the magical “journey” of wishes.
-  “Share the Power of a Wish” Healthcare Campaign; Improving the quality of children’s lives.
-  *Season of Wishes™* -- Holiday promotion

### Wish Platforms

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|  Animal wishes                      |  Journalism/publishing wishes           |
|  Audio/visual & technical equipment |  Medical assistance wishes              |
|  Computer wishes                    |  Outdoor recreation wishes              |
|  Cruise wishes                      |  Playhouse wishes                       |
|  Decorating/remodeling wishes      |  Pool/spa wishes                       |
|  Education wishes                 |  Profession/career wishes             |
|  Entertainment venue wishes       |  Shopping spree wishes                |
|  Fashion wishes                   |  Sports wishes                        |
|  Film/media wishes                |  Theatrical performance/talent wishes |
|  Fishing wishes                   |  Toy wishes                           |
|  Gardening wishes                 |  Western lifestyle wishes             |

Champions may select additional Wish Platforms and/or Signature Campaigns for an additional fee.

( *Example Only:* )



Dell Computer Wishes  
Benefiting the Make-A-Wish Foundation®

Co-Sponsored by:



## Additional Support Roles

**Promotional Supporter:** A national media partner willing to offer \$500,000 in-kind value of guaranteed PSA space, aggressive ad rates and advertorial series, and introductions to editorial liaisons in order to help position the Foundation and its national sponsors.

**Preferred Vendor:** A company offering deep discounts to Make-A-Wish chapters on mission-critical products and services that substantially reduce operation and wish-granting costs. Minimum \$250,000 in savings annually. Vendor does not receive rights to the Foundation name or marks for promotion.

**Product Licensee:** Manufacturer wishing to co-brand a product using Make-A-Wish licensed marks. Minimum guarantee of \$250,000 in royalties annually per line.

**Corporate Donor:** Company wishing to donate any sum of funds and/or in-kind products to the Foundation, with no negotiated contract or expectation of return benefits, and without rights to use the Foundation name or marks to promote these donations in any way.

\* The financial commitments above are based upon resources directly benefiting and donated to the Foundation, and do not include the value associated with the successful activation of the alliance. Make-A-Wish seeks partners committed to providing a minimum of a 1:1 sponsorship/activation ratio.

## Identifying National Sponsor Goals and Objectives

In the following section is an opportunity to identify the most important goals and objectives for your organization's success with its strategic philanthropy intention. We have highlighted several common reasons many current sponsors have chosen to embark on supporting our noble mission and cause.

**Please check all that apply.**

- Cause branding for the corporate brand
- Cause branding for a specific brand
- Demonstrate / promote social responsibility
- Employee loyalty / internal culture
- Employee involvement / participation
- Strategic philanthropy supporting kids and families
- Drive sales
- Drive traffic
- Grassroots marketing via chapter overlays
- Other \_\_\_\_\_

## Assets and Opportunities for Make-A-Wish National Sponsors

We have several valuable assets available for potential sponsors to capitalize on and fulfill their goals and objectives. Below is a sample menu of what the Make-A-Wish Foundation of America can offer sponsors depending upon their needs, budget and implementation timeline. Please review the enclosed list and check all assets that would prove valuable to accomplishing your philanthropic, marketing, and overall objective.

- Marks & Logos\*** Alignment with one of the most powerful charity brands in America
- Designations**
- Publications & Collateral Materials**
- Sites/Venue Areas**
- Sales Opportunities**
- Online events/promotions**
- Web Site Opportunities**
- Guaranteed Media Buy**
- Retail POP**
- Consumer Fundraising Turnkey Mechanisms**
- Borrowed Assets**
- Talent/VIPs**
- Merchandise**
- Public Relations**

## Steps to Becoming a National Corporate Sponsor

- 1) Your company will select a Make-A-Wish sponsorship level that meets your goals and capabilities represented in the levels on page three.
- 2) Mission Champions, Wish Champions and Cause Champions: Select one Wish Platform or Signature Promotion to wrap-around (see list on page 4). Fundraising Advocates: Articulate the cause-marketing promotion you will develop to raise funds for the Foundation. Receive approval on such plans.
- 3) Your company can choose any optional enhancements to increase the value of the sponsorship, such as additional promotional platforms, Adopt-A-Wish Opportunities, etc.
- 4) The Foundation and sponsor will discuss the measurable goal of the alliance and work together to develop a mutually beneficial relationship. Together, you will craft a plan to activate your sponsorship and integrate it into your business strategy.
- 5) The Foundation and sponsor work together to construct a Spirit of the Alliance overview, articulating the contract points and goals of the alliance. A Corporate Alliance manager at the national office will be assigned to the relationship and become involved in the final negotiations so that he or she is fully up to speed prior to the sponsorship launch.
- 6) Both parties receive internal approvals for the proposed alliance. The Foundation's legal department drafts the alliance contract for review by the parties.
- 7) The Foundation and sponsor develop a launch communications plan and timeline for rolling out and implementing the alliance through both parties' channels.
- 8) Both parties sign the contract and the sponsor forwards payment to the Foundation.
- 9) The Alliance is launched to chapters and corporation's employees according to a mutually agreed upon activation plan. The Foundation and sponsoring company then implement the alliance and develop it according to the contract and activation plan.
- 10) The Foundation and sponsoring company annually review the alliance goals and share feedback. Together, they make improvements and adjustments

## Our Support for the Alliance Partner

The Make-A-Wish Foundation® of America has professional account management teams with established processes that ensure attention to detail for every partnership we create.

1. **Account Service Team** – Each Alliance Partner will be assigned a Corporate Alliance Manager, who serves as their point person for communication with the Foundation. The Alliance Manager works on behalf of the partner with the teams listed below to promote a successful alliance:

- Alliance Activation Team
- Marketing, Communications, and Media Relations Teams
- Finance / Accounting / Legal Teams
- Sponsorship Marketing Manager
- Employee Activation Manager
- In-Kind Resource Manager
- Corporate Wish Manager

2. **Communication Components** – Communicating the value of the partnership to stakeholders is an integral part of any alliance success. The Foundation provides the following resources to announce our new programs.

- Alliance Rollout Kits are made available to local Make-A-Wish chapters and to the alliance partner's affiliates for the purpose of communicating the parameters of the alliance. These kits detail the alliance specifics, provide Q&A, templates of the Maximizing the Alliance brochure, instructions for accessing the online resource center and contact information. If the sponsor elects to participate in a signature promotion, event kits may also be available.
- Information about the alliance is posted on the Foundation's extranet and in its weekly email newsletter. Similar information is also provided to the corporate partner for inclusion in their internal communications.
- We strive to connect local Make-A-Wish chapter representatives and their alliance partner counterparts to maximize local relations. Through a cooperative approach, we can identify and share appropriate contact information.
- We use a variety of research and follow-up tools, such as Zoomerang surveys, to gather and share information between the alliance partner, our national office teams, and the local chapters.

3. **Online Resource Center** - The Online Resource Center (ORC), currently under development, is a Web-based system where corporate partners (and their individual affiliates) have access to promotional and educational tools designed to inspire their employees and customers. Resources available may include:

- Employee Activation Resources - ways to volunteer, ideas for support, in-kind needs, etc.
- Customer Activation Resources - ways to engage customers and ideas that drive traffic.
- Signature Event Resources for employees, vendors and customers

The Online Resource Center when fully deployed will provide a centralized base where participating corporate sponsors can download logos, Wish Art generated by Wish Kids, Wish stories, newsletter articles, and templates for things like press releases and brochures. Other materials available include POS materials, bag stuffers, take-ones, drop-in

advertisements, counter cards, table tents and other retail collateral. Specialty promotional items, such as balloons, buttons, and staff shirts can also be obtained via the site. The ORC offers an array of fundraising tools and ideas, including wristbands, wish stars, CDs, books and more that can be used to generate funds for the Make-A-Wish Foundation. Activation ideas and best practices are also accessible.

Regarding printed materials, the ORC system enables sponsors to either purchase printed materials or download artwork for in-house/local printing, thereby streamlining customization, fulfillment and distribution options, as well as individual or bulk ordering needs.

#### 4. Measures of Success

- The Make-A-Wish Foundation® works with each corporate partner to identify goals for the alliance. A written activation plan called “the Spirit of the Alliance” will be jointly developed and regularly monitored.
- The Foundation will also document efforts to connect the sponsor with the local chapters in its market as well as chapters that can progress the success of the relationship.
- The Account Management Team and the sponsor are responsible for updates, progress reporting, action items and addressing any concerns while establishing regular vehicles of communication.
- The Foundation and sponsor will ensure track the progress of the measurable goals.
- Multiple points of contact will be established in both organizations; CEOs and Presidents, PR Teams, Account Management and day-to-day managerial responsible persons.
- The Foundation will ensure all points of the Five Star Alliance have occurred and that results are documented.
- The Foundation and sponsor will certify all contractual obligations have been met by both parties using the Activation Status Report.
- The Make-A-Wish Foundation prepares an annual online survey for sponsors to distribute to their employees and/or associates to provide feedback and measurement against set goals and to measure customer awareness against its cause-branding efforts.