



24 DAYS OF Wishes



SPONSORSHIP GUIDE 2021

Don't Wait For Hope.
Create It.



24daysofwishes.ca



makeawisheo.ca



Give Joy.

Your generous support of our 24 Days of Wishes campaign benefiting Make-A-Wish® provides invaluable support for the Make-A-Wish mission: **together, we create life-changing wishes for children with critical illnesses.**

A wish is not a nice-to-have, it's a need-to-have and wishes don't happen on their own. Thanks to the commitment and generosity of our donors, Make-A-Wish Eastern Ontario has granted over 840 life-changing wishes to children in our community since our inception in 1998. In the following pages you will see details of our exciting 24 Days of Wishes campaign. Our goal is to generate enough funds to grant the wishes of 24 children in our community during this Holiday Season, our Season of Wishes.



With over 250 children waiting for their life-changing wishes, the need for support is more urgent than ever.

Thank you for your consideration and we hope to have the pleasure of Sharing the Power of a Wish with you.

Thank you for your support,

Vanessa Wilson

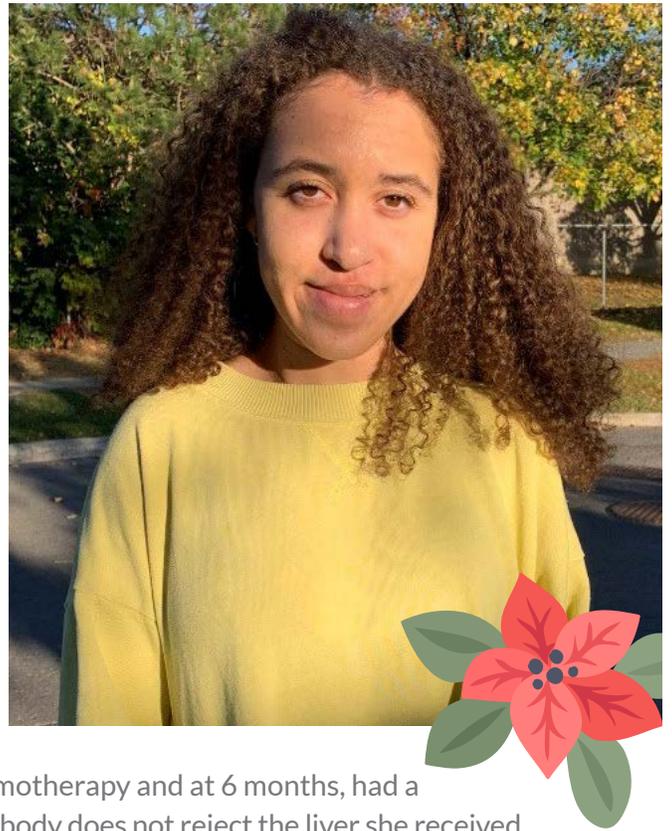
Vanessa Wilson
Coordinator of Development

Our goal is to generate enough funds to reveal the wishes of 24 children in our community during this Holiday Season

Why We're Raising Funds

Born 6 weeks early, Madison appeared healthy at birth, despite a low birth weight and the fact that she was premature. Two weeks after she was born, the medical team determined that she had full liver failure, due to an iron storage disease called Neonatal Hemochromatosis (too much iron in the liver).

After treating her liver for about a month unsuccessfully, Madison was placed on the organ transplant list. She was so tiny that doctors could not find a suitable donor. At only 4 months old, the medical team decided to perform a liver biopsy, due to a secondary diagnosis of an overgrowth syndrome, to determine the condition of the liver. It turned out that Madison had a type of liver cancer known as Hepatoblastoma (liver tumors). Madison went through chemotherapy and at 6 months, had a liver transplant. She is now on medicine for life to ensure her body does not reject the liver she received.



Madison's wish changed her life!

Madison's Wish of going to an Orlando Theme park and meeting her favourite character literally changed the lives of her and her family. Madison had been a very fearful child who had experienced many difficult and painful procedures – so any new experiences would scare her. Going on this trip taught her all about the fun side of life! She finally learned that new experiences are not always painful or negative. The staff made every moment memorable and happy for her. It also had the same effect on her parents. The ongoing stress and emotional strain created by having a sick child is a lot for parents to manage. This trip allowed the entire family to just 'be' together, have fun and experience new adventures. Madison came back a much more confident, happy child.



"Going on this trip taught her all about the fun side of life!"



Madison is now 17 years old and is a very responsible, thoughtful teenager. She is very focused on her school and her dreams of one day becoming a medical doctor. She wants to provide support for kids and adolescents with all aspects of mental wellness. She loves music (all genres), animals and karate. She continues to give back to the Make-A-Wish Foundation to this day and asks you to consider doing the same.

24 Days of Wishes

There are few things in life more precious than watching a child light up at Christmas time, with wonder in their eyes, excitement in their souls, and purity in their hearts. This holiday season, Make-A-Wish Eastern Ontario is once again celebrating the wishes of some very deserving children in an especially memorable way.

Located in downtown Ottawa, this larger-than-life advent calendar will reveal daily a wish child that is currently waiting for his or her wish, featuring a total of 24 wish children. A whimsical, inspiring, and moving activation, the advent calendar is designed to drive awareness behind the current urgent need in our community as the number of children waiting for their wishes continues to increase daily.

The 24 Days of Wishes calendar launches December 1st and runs until December 24th. Located in the heart of the ByWard Market, this eye-catching calendar is visible to both pedestrians and motorists day and night.

Once the last door has been opened, everyone may continue to enjoy the calendar until it is officially taken down the first week of January.

How the Calendar Works



CTV personalities will open a door live every morning during the Ottawa Morning Live TV show. At this time the door sponsor will be thanked and the wish child will be presented. The daily door will also be announced and featured on CTV Noon and Evening news and on all CTV/Bell Media social media platforms.

To see the true impact of a wish and the power of being a part of 24 Days of Wishes [watch this video](#) featuring wish child Zander on CTV Morning Live.



Sponsorship Details

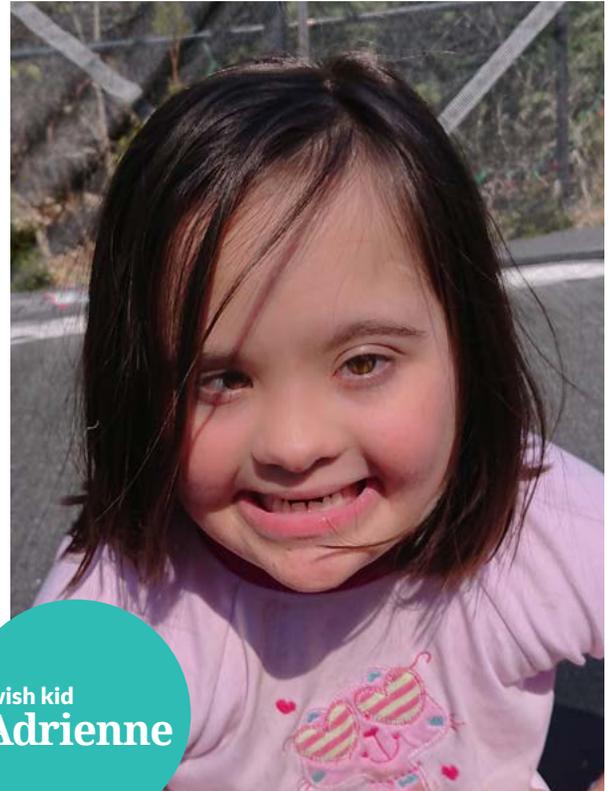
You have the chance to align your brand with the power of Make-A-Wish Canada. Consider a sponsorship this holiday season and celebrate by helping to grant wishes for children with critical illnesses.

ALL SPONSORSHIP LEVELS INCLUDE:

1. Logo placement on the 24 Days of Wishes website with a link to your website
2. Unique company badge for email signature and print use, created to promote your door and your support of wishes.
3. A promotional template to share your holiday giving with clients and friends
 - Email signature
 - Social media images featuring the wish on your day
4. Rights to use the Make-A-Wish Proud Supporter logo



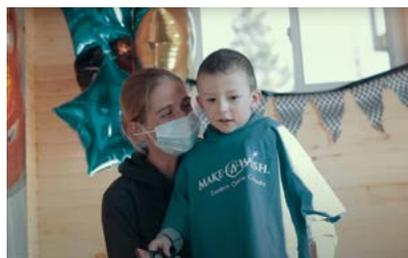
wish kid
Adrienne



“Make-a-Wish has done so much for our family and we are so grateful for everything. Liam wished for his own outside playhouse which turned out incredible. Receiving this wish made Liam feel extremely special and gives him his own space to play and have a lot of fun with his brothers and sisters. It gave him something to look forward to instead of when his next doctor’s appointment would be.”

LIAM’S FAMILY

[Click here](#) to watch a video of Liam’s wish reveal showcasing the true *Power of a Wish*.



*I wish for an
outdoor playhouse*

Liam
wish granted, 2020
nervous system disorder



Hope Sponsor (18 available)

COMMITMENT LEVEL: \$10,000

In addition to the standard elements, the Hope Sponsor will receive the following recognition:

All Hope Sponsors will receive extensive exposure on Bell Media on their respective door day. This includes a live mention during CTV Morning Live, mention during live read segments on CFRA's Morning and Midday Shows, mention during CTV's 6pm News coverage, and shoutout on a post on CTV Morning Live's Twitter Page.

Also included:

1. Opportunity to sponsor a weekday door (logo outside and inside the door). On your door day CTV will do a live segment revealing a wish child's story and crediting you as the door day sponsor. [Click here](#) to view an example of one of our featured Hope sponsored door days from 2020 on CTV Morning Live and how your segment will look!
2. Your corporation will be paired with a local Wish Ambassador Child (opportunity to virtually meet a wish child, have them share their story and the power of their wish with your team, and receive photos and images from their wish for you to use throughout your campaign).
3. Receive a delicious thank you holiday dinner for two courtesy of Brookstreet Hotel to be delivered to the recipient of your choice in December, and some holiday wish ornaments.
4. Social media and newsletter acknowledgment that you've helped to grant a wish throughout the month of December!

Peace Sponsor (6 available)

COMMITMENT LEVEL: \$7,500

In addition to the standard elements, the Peace Sponsor will receive the following recognition:

All Peace Sponsors will receive extensive exposure on Bell Media on their respective door day. This includes a mention during a pre-recorded segment on CTV Morning Live, mention during CTV's News coverage, and mention on CTV social media.

Also included:

1. Opportunity to sponsor a weekend door (logo outside and inside the door). On your door day CTV will air a segment revealing a wish child's story and crediting you as the door day sponsor. [Click here](#) to see an example of one of our featured Peace Sponsors from 2020 and how your segment will look!
2. Your corporation will be paired with a local Wish Ambassador Child (opportunity to virtually meet a wish child, have them share their story and the power of their wish with your team, and receive photos and images from their wish for you to use throughout your campaign).
3. Receive a beautiful holiday basket courtesy of Brookstreet Hotel to be delivered in December, and some wish ornaments.

Joy Sponsor (unlimited)

COMMITMENT LEVEL: \$2,500

1. Company name on the 24 Days of Wishes website.
2. Unique company badge for email signature and print use, created to promote your support of our mission.
3. Acknowledgement in one social media post on all our social media platforms the last week of November.

Transform Lives

Your Impact

Make-A-Wish has the unique ability to transform a child and family's life during some of their most difficult trials— as a wish creates an opportunity for hope and the ability to experience life beyond illness.

In the fight against a critical illness, each wish serves as a catalyst for renewed strength and encouragement for every child and family on their journey.

Put simply: a single wish transforms lives.

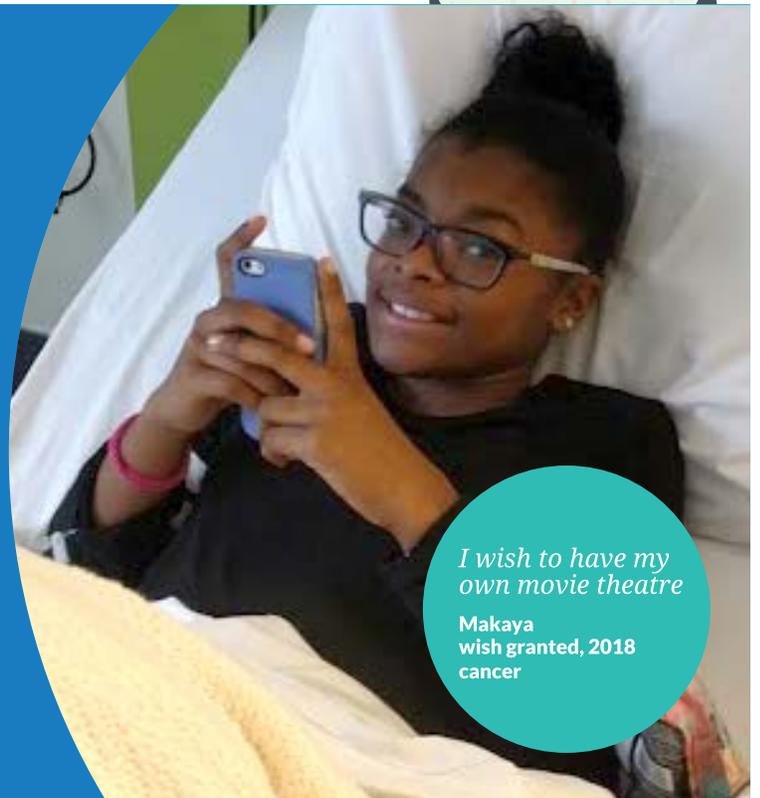
Your gift is crucial for kids battling critical illnesses. Thank you for joining a caring community of people who improve the lives of wish kids in Eastern Ontario.



"We would like to express our gratitude to the Make-A-Wish foundation, as well as everyone who took part in creating a wonderful space for our family to hang out. The team had put in long hours and hard work in bringing the wish to life. What an incredible thing you do for children who have survived cancer, and for those who were not as lucky.

Makaya was one of the lucky ones, this room will be a constant reminder of how precious life is, and we should not take it for granted. Thank you, Thank you, Thank you."

MAKAYA AND FAMILY



I wish to have my own movie theatre

Makaya
wish granted, 2018
cancer



When a wish comes true, it creates strength, hope and transformation





2021 SPONSORSHIP COMMITMENT

Yes! I would like to help make wishes come true by sponsoring 24 Days of Wishes.

Sponsor Name: _____
Please print name exactly as you wish to be listed on promotional materials

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Facebook: _____ Twitter: _____

Instagram: _____ Other: _____

(Please email your hi-res logo to eontariochapter@makeawish.ca)

Select Sponsorship Level:

Hope Sponsor (\$10,000) Peace Sponsor (\$7,500) Joy Sponsor (\$2,500)

Multiyear Commitment 1 Year 2 Years 3 Years (invoices will be sent in November)

Method of Payment:

Cheque Please make payable to Make-A-Wish Eastern Ontario and mail to the address below Visa Mastercard AMEX

Card Number: _____ Exp: _____ CVC: _____

Name as it appears on card: _____

Authorized signature: _____

*Please be advised that sponsorships are not eligible for a charitable tax receipt. Contact your tax advisor should you have any questions, and retain a copy of this form for your records.

Return completed form via fax, mail, or email to:

Make-A-Wish Eastern Ontario: 4338 Innes Road, Unit 1, Ottawa, ON K4A 3W3

Fax: 613-702-1879

Email: eontariochapter@makeawish.ca

