



Make-A-Wish<sup>®</sup>  
CENTRAL AND NORTHERN FLORIDA



C A S I N O  
N I G H T  
&  
POKER TOURNAMENT



# EVENT OVERVIEW

Make-A-Wish Central and Northern Florida is proud to be hosting its 6th Annual Casino Night & Poker Tournament on November 8, 2018 at Fields BMW. Come try your luck at poker, blackjack, and roulette and take your turn at winning some of our amazing silent auction items and raffle prizes!

General Admission is \$100 per ticket and \$125 at the door. Each ticket includes open bar, heavy hors d'oeuvres and 5,000 chips to start!

Our goal is to raise \$105,000 to grant the wishes of thirteen local children. A wish is more than just a nice thing- a wish experience can be a game-changer for a child with a critical illness. Your sponsorship will help transform a child's life by granting their most heartfelt wish.



**Make-A-Wish**  
CENTRAL AND NORTHERN FLORIDA

## ABOUT MAKE-A-WISH CENTRAL AND NORTHERN FLORIDA

- ★ Together, we create life-changing wishes for children with critical illnesses.
- ★ Founded in 1994, Make-A-Wish Central & Northern Florida has granted more than **5,700** wishes.
- ★ The Central & Northern chapter serves 54 counties in Florida.
- ★ In Fiscal Year 2017, Make-A-Wish Central & Northern Florida granted 321 wishes. The most popular wish was to go to the Walt Disney World Resort.
- ★ The average cost of a wish in the Central & Northern Florida region is **\$8,000**.

*Share the Power of a Wish<sup>®</sup>!*

YOUR DOLLARS, YOUR COMMUNITY. HELP LOCAL KIDS!



Jaeden, 13  
Cystic Fibrosis  
"I wish to design my own DMX bike"



Cayden, 4  
Cancer  
"I wish to go on a Disney Cruise"



Jevin, 13  
Cancer  
"I wish to go to Atlantis Paradise Island"



Alani, 4  
Leukemia  
"I wish to visit the Orlando Theme Parks"

# BRAND ALIGNMENT AND IMPACT

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Sponsoring our Annual Casino Night and Poker Tournament will not only impact the lives of the local children we serve, but it will also strategically align your company with one of the country's top charitable brands. The Casino Night and Poker Tournament is a powerful way for your company to publically demonstrate your commitment to your employees, their families and the community.

## WHO DOES MAKE-A-WISH REACH?

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- ★ Over 5,700 wish families who Make-A-Wish Central & Northern Florida has served since our inception in 1994
- ★ 29,000 donors
- ★ 583 volunteers throughout the Central & Northern Florida region
- ★ 16,500 e-newsletter contacts
- ★ 12,937+ social media followers

## WHAT ADDITIONAL MARKETING AND MEDIA INITIATIVES WILL MAKE-A-WISH PURSUE PRIOR TO THE EVENT?

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- ★ Support from local blogs to encourage event participation
- ★ Social media posts & email blasts to participants and followers throughout the region
- ★ Exposure via event websites and listings with over 3,000 monthly visitors

YOU'RE IN GOOD COMPANY

Thank you to our 2017 Sponsors

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**HILTON**  
GRAND VACATIONS



The logo for BB&amp;T, consisting of the letters "BB&amp;T" in a white, serif font, centered within a solid red square.

# SPONSORSHIP OVERVIEW

The following sponsorship packages were designed to maximize recognition at every level of engagement. Make-A-Wish Central & Northern Florida would be happy to discuss custom package options with you as well, in order to meet your community outreach goals.

<b>SPONSORSHIP BENEFITS</b>	<b>Title Sponsor \$10,000</b>	<b>Presenting Sponsor \$8,000</b>	<b>Royal Flush Sponsor \$5,000</b>	<b>Four of a Kind Sponsor \$2,500</b>	<b>Full House Sponsor \$1,000</b>
Logo displayed each time event name is mentioned	<b>X</b>	<b>X</b>			
Logo on all pre-event signage and print material	<b>X</b>	<b>X</b>			
Company name/logo featured in eNews letter	<b>X</b>	<b>X</b>	<b>X</b>		
Event banner with company logo on Fields BMW parking garage	<b>X</b>	<b>X</b>	<b>X</b>		
Logo on all day-of event signage and print material	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo placement on Casino Night and Poker Tournament website and facebook page	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Company name/logo featured in e-blast	<b>X</b>	<b>X</b>	Featured on (4) e-blasts	Featured on (3) e-blasts	Featured on (2) e-blasts
Includes featured table	24 VIP Tickets Valued at \$3,000	20 VIP Tickets Valued at \$2,500	14 VIP Tickets Valued at \$1,750	10 VIP Tickets Valued at \$1,250	4 VIP Tickets Valued at \$500
Verbal acknowledgement during the event	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
Sponsorship will grant (1) full wish	<b>X</b>	<b>X</b>			
10 second media spot on (9) different iHeart Media channels	<b>X</b>	<b>X</b>			
Logo featured on event's day-of poker chips and "funny money"	<b>X</b>				
Naming rights to final table	<b>X</b>				
Opportunity to provide swag to give away to attendees	<b>X</b>				



# TITLE SPONSOR | \$10,000

## ONLY ONE OPPORTUNITY AVAILABLE

- Company would be exclusive title sponsor and will be listed each time the Make-A-Wish Casino Night and Poker Tournament is mentioned (example: \_\_\_\_\_ Casino Night & Poker Tournament)
- Title Sponsor placement on Make-A-Wish Casino Night Banner that hangs on Fields BMW parking garage facing I-4 for 4 weeks before the event
- Sponsor Title placement on all event-related print materials; posters, save-the-date cards, etc. (time sensitive)
- Logo featured on event's step-and-repeat/photo backdrop
- Logo featured on event's day-of poker chips and "funny money"
- Logo placement (and link to your website) on the Casino Night and Poker Tournament website, accessed by all participants and donors
- Naming rights to final table
- Company name/logo featured on day-of signage at Casino Night and Poker Tournament
- Company logo featured on all e-blasts about Casino Night out to Central Florida Constituents (5,000 distribution, time-sensitive)
- Company name/logo will be featured on the Casino Night and Poker Tournament Facebook event page and the Make-A-Wish Central & Northern Florida Facebook page (8,715)
- Company announced as sponsor on Make-A-Wish Central & Northern Florida Twitter (1,421)
- Opportunity to provide promotional swag to give away to attendees
- Verbal acknowledgement during the event
- Includes featured table with 24 VIP tickets (value of \$3,000)
- Company would fulfill the wish of one local child battling a critical illness. Make-A-Wish will provide company with a wish story the company can share with employees, patrons, customers, etc.
- Rotating 10 second media spots on (9) different iHeart Media channels (value of \$28,125)



# PRESENTING SPONSOR | \$8,000

## ONLY ONE OPPORTUNITY AVAILABLE

- Company would be presenting sponsor and will be listed each time the Make-A-Wish Casino Night and Poker Tournament is mentioned (example: Casino Night & Poker Tournament presented by: \_\_\_\_\_)
- Presenting Sponsor placement on Make-A-Wish Casino Night banner that hangs on Fields BMW Parking garage facing I-4 for 4 weeks before the event
- Presenting sponsor placement on all event-related print materials including posters, save-the-date cards etc. (time sensitive)
- Logo placement (and link to your website) on the Casino Night and Poker Tournament website, accessed by all participants and donors
- Company name/logo featured on day-of signage at Casino Night and Poker Tournament
- Company logo featured on all e-blasts about Casino Night out to Central Florida Constituents (5,000 distribution, time-sensitive)
- Company name/logo on Casino Night and Poker Tournament Facebook event page
- Company announced as sponsor on Make-A-Wish Central & Northern Florida Twitter (1,421)
- Verbal acknowledgement during the event
- Includes featured table with 20 VIP tickets (value of \$2,500)
- Company would fulfill the wish of one local child battling a critical illness. Make-A-Wish will provide company with a wish story the company can share with employees, patrons, customers, etc.
- Rotating 10 second media spot on (9) different iHeart Media channels (value of \$14,062.50)



## ROYAL FLUSH SPONSOR | \$5,000

- Logo placement (and link to your website) on the Casino Night and Poker Tournament website, accessed by all participants and donors
- Royal Flush sponsor placement on Make-A-Wish Casino Night banner that hangs on Fields BMW parking garage facing I-4 for 4 weeks leading up to event
- Company name/logo featured on day-of signage at Casino Night and Poker Tournament
- Company name/logo featured on 4 e-blasts about Casino Night to Central Florida Constituents (5,000 distribution, time-sensitive)
- Company name/logo on Casino Night and Poker Tournament Facebook event page
- Verbal acknowledgement during the event
- Includes featured table with 14 VIP tickets (value of \$1,750)





## FOUR OF A KIND SPONSOR | \$2,500

- Logo placement (and link to your website) on the Casino Night and Poker Tournament website, accessed by all participants and donors
- Company name/logo listed on day of signage at Casino Night and Poker Tournament
- Company name/logo featured on 3 e-blasts about Casino Night to Central Florida Constituents (5,000 distribution, time-sensitive)
- Company name/logo on Casino Night and Poker Tournament Facebook event page
- Verbal acknowledgement during the event
- Includes featured table with 10 VIP tickets (value \$1,250)







# FULL HOUSE SPONSOR | \$1,000

- Logo placement (and link to your website) on the Casino Night and Poker Tournament website, accessed by all participants and donors
- Company name/logo listed on day of signage at Casino Night and Poker Tournament
- Company name/logo featured on 2 e-blasts about Casino Night to Central Florida Constituents (5,000 distribution, time-sensitive)
- Includes featured table with 4 VIP tickets (value \$500)





# SPONSORSHIP FORM

YES! WE WANT TO SUPPORT THE CASINO NIGHT AND POKER TOURNAMENT!

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: ( ) \_\_\_\_\_ - \_\_\_\_\_ EXT. \_\_\_\_\_ FAX: ( ) \_\_\_\_\_ - \_\_\_\_\_

EMAIL: \_\_\_\_\_@\_\_\_\_\_ WEBSITE: \_\_\_\_\_

SPONSORSHIP LEVEL: \*SEE PROPOSAL FOR A DESCRIPTION OF EACH LEVEL

- \$10,000 TITLE SPONSOR(**EXCLUSIVE**) \*FMV \$1,200
- \$8,000 PRESENTING SPONSORr \*FMV \$1,000
- \$5,000 ROYAL FLUSH SPONSOR \*FMV \$700
- \$2,500 FOUR OF A KIND SPONSOR \*FMV \$500
- \$1,000 FULL HOUSE SPONSOR \*FMV \$200

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CHECKS PAYABLE TO MAKE-A-WISH CENTRAL AND NORTHERN FLORIDA HAS BEEN REQUESTED AND WILL BE FORWARDED

PLEASE INVOICE US!

CREDIT CARD: VISA MASTERCARD DISCOVER AMERICAN EXPRESS

CREDIT CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

CSC: \_\_\_\_\_ NAME ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PLEASE RETURN THIS FORM BY FAX TO AMANDA HENRY; DEVELOPMENT COORDINATOR, AT (407) 622-5803, EMAIL AHENRY@WISH-CENTRAL.ORG, OR MAIL TO MAKE-A-WISH FOUNDATION OF CENTRAL AND NORTHERN FLORIDA 1020 NORTH ORLANDO AVE, SUITE #100, MAITLAND, FL 32751