

Gala Overview

- **The 2017 Make-A-Wish Gala** will take place on **Saturday, April 8, 2017**, at the luxurious InterContinental Boston hotel on the Boston waterfront.
- The Gala is the signature annual fundraising event for Make-A-Wish® Massachusetts and Rhode Island, celebrating its mission through powerful stories of children in our community who have been touched by a life-changing wish experience.
- Emceed by Liz Brunner, award-winning news anchor and reporter and CEO of Brunner Communications, the evening features a festive cocktail reception, lively auctions, a sit-down dinner and inspiring mission-based program, and an Afterglow Reception—making it as memorable an event as it is worthwhile.
- The Annual Gala aims to fund over 100 wishes in one night alone—to enable us to provide hope, strength, and joy to *all* eligible children with life-threatening medical conditions in our community this year.

About Make-A-Wish® Massachusetts and Rhode Island

- **Make-A-Wish Massachusetts and Rhode Island grants wishes for children with life-threatening medical conditions to enrich the human spirit with hope, strength, and joy.**
- Make-A-Wish is one of the most trusted and respected nonprofit organizations with a world-renowned brand and impassioned supporters.
- 2017 marks the 30th year that Make-A-Wish Massachusetts and Rhode Island has granted wishes for children—bringing hope, strength, and joy to more than **7,000 children** in Massachusetts and Rhode Island.
- A wish experience is critical in helping a seriously ill child to keep fighting and dreaming for the future. According to an independent *Wish Impact Study*:
 - 97% of wish children exhibit increased joy as a result of a wish;
 - 92% of wish children exhibit renewed hope and determination to overcome illness; and
 - 88% of physicians believe a wish can have a positive impact on a child's health.
- Each year, more than 580 children in Massachusetts and Rhode Island are newly diagnosed with a life-threatening medical condition and become eligible for a wish. Our vision is to grant a wish for every medically eligible child in our community.
- Make-A-Wish® Massachusetts and Rhode Island honors the generosity of its donors by exercising the utmost fiscal responsibility. Our organization is an accredited charity under the BBB Wise Giving Alliance's Standards for Charity Accountability, and **eighty cents of every dollar** raised is directed towards children's wishes.

As a 2017 Make-A-Wish Gala sponsor, you will make wishes come true for brave children in our community!

In-Kind Donor Opportunities and Benefits

As an in-kind donor, you will receive visibility and recognition exclusively afforded through The 2017 Make-A-Wish Gala.

In-Kind Donation

for donations valued at
\$5,000+

- Premier name/logo recognition in 2017 Gala collateral and Auction Book
- Recognition in Make-A-Wish materials, including seasonal newsletter *The Well Wisher*, social media, and website
- Full-page advertisement and featured description in 2017 Gala Auction Book
- Prominent at-event recognition through auction signage and displays
- For Live Auction donations, prominent recognition from the podium
- *Additional customized benefits as mutually agreed upon*

In-Kind Donation

for donations valued at
\$1,000 to \$4,999

- Prominent name/logo recognition in 2017 Gala collateral and Auction Book
- Half-page advertisement/featured description in 2017 Gala Auction Book
- At-event recognition through auction signage and displays

In-Kind Donation

for donations valued at
\$100 to \$999

- Name recognition in 2017 Gala collateral, including Auction Book
- At-event recognition through auction signage and displays

In 2016, The Make-A-Wish® Gala enabled our organization to grant 100 wishes for seriously ill children in our community!

As a 2017 Make-A-Wish Gala supporter, you will help make wishes come true for more seriously ill children in the coming year!



THE 2017 MAKE-A-WISH



APRIL 8, 2017 | BOSTON, MA



In-Kind Donor Pledge Form

THANK YOU FOR YOUR SUPPORT!

Please be as complete and specific as possible in completing this form, as it will be used for the description of your donated item in the Gala Auction Catalog and to acknowledge your contribution.

DONATED ITEM _____

ESTIMATED RETAIL VALUE \$ _____

DONOR RECOGNITION: Please specify exactly how the donor should be recognized in Gala materials (e.g., *Donated by the XYZ Company; Donated by Mr. and Mrs. Jack Smith; Donated by Jane and Jack Smith*).

DONOR NAME / INFORMATION

Name: _____ Business Title (if applicable): _____

Company Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (H) _____ (W) _____ Fax: _____

Email: _____

ITEM DESCRIPTION Please provide additional information about the donated item including an overview and details, such as color, size, model, features, etc. This information is used to develop auction collateral.

RESTRICTIONS AND EXPIRATION INFORMATION

Please note any restrictions and/or expiration date that apply for your in-kind donation. (e.g., *Valid through April 8, 2018; Valid only on weekdays; Valid for a max party of up to six people*).

Restrictions: _____

Expiration Date: _____

ITEM DELIVERY Please explain how the donated item/s and any supporting collateral will be delivered.

- Attached/enclosed
- To be mailed to the Make-A-Wish Massachusetts and Rhode Island office (One Bulfinch Place, 2nd Floor, Boston).
- To be delivered to the Make-A-Wish Massachusetts and Rhode Island office (One Bulfinch Place, 2nd Floor, Boston).
Date of delivery: _____
- Can be secured by contacting: _____

ADVERTISEMENT IN AUCTION CATALOG (for donated items valued at \$1,000 or more)

- Donor to design and submit ad (*PDFs of final advertisements must be received by Friday, March 17, 2017*).

DONOR SIGNATURE _____ **DATE** _____

All in-kind donations are tax-deductible to the extent permitted by law.

Please return this completed form via fax, mail, or email to: Jo-Anne Spillane, VP Corporate Alliances and Events, Make-A-Wish® Massachusetts and Rhode Island | One Bulfinch Place, 2nd Floor, Boston, MA 02114 | 617.367.1059 fax | jspillane@massri.wish.org email