



33rd Annual Des Moines Gala Saturday, May 9, 2026

Together we create life-changing wishes for Iowa children with critical illnesses.

Bring Hope, Strength and JOY to Iowa children
and their families when it is needed most.

Join us May 9, 2026, at the Iowa Events Center in Downtown Des Moines.

Guests will enjoy dinner, live and silent auctions
plus wish stories that will touch your heart and inspire you.

*Sponsorship and Tables are on sale now.
Individual Tickets will be available in March based on availability.
Please follow us on [Facebook @MakeAWish.Iowa](#) for all event updates.
Typical attendance: 750 guests*

Event Impact:

Transform Lives, One Wish at a Time

The need for life changing wishes in Iowa is at an all-time high.
While we are granting a record number of wishes for Iowa kids fighting a critical illness, we are also
receiving record number of referrals for new wishes.

This year we need to grant 200 or MORE wishes. But this is not possible without your support.

We need your support to ensure that every eligible child receives this life-changing opportunity.
Wishes are not just a nice to have, they are a need to have; a necessary part of a child's medical
treatment journey.

Learn about the incredible true impact of a wish: <https://wish.org/impact-study>
Annual Report & Chapter Update: <https://wishreportiowa.org/>

Join us and bring hope and joy to waiting wish kids, as we work together to
create life-changing wishes for children with critical illnesses.

www.wish.org/iowa



Wish Kid
Addison
heart condition

EVERY 20 MINUTES,
a family hears the
devastating news that
their child is diagnosed
with a critical illness.

80% of them
will experience
traumatic stress.

The Impact of a Make-A-Wish®

Trauma Relief



9 out of 10
wish kids

reported that the wish experience relieved them from traumatic stress.

Emotional & Mental Well-Being



9 out of 10
wish parents

saw their child's emotional well-being improve with a wish.

Turning Point



9 out of 10
medical providers

say a wish increased compliance with treatment.

Strength to Fight



8 out of 10
wish kids

reported that their wish gave them the strength to fight their critical illness.

Long-Term Impact



9 out of 10
medical providers

Observed that the wish experience has a positive impact on a child's physical well-being and overall quality of life.

2022 Wish Impact Results: www.wish.org/impact-study

Evan's Wish Video: <https://youtu.be/1A19YP07HA4>

Annual Report: <https://wishreportiowa.com/>



TEAM UP WITH ONE OF THE MOST RECOGNIZED BRANDS IN THE COUNTRY

Make-A-Wish Iowa grants life-changing wishes for Iowa children with critical illnesses. The Make-A-Wish brand resonates with consumers, and an alignment with Make-A-Wish can drive increased sales and customer loyalty for our sponsors.

TOP 10%

Make-A-Wish ranks in the top 10 percent of all U.S. brands for quality, trust, social impact, shared values, and reputation.



78%

of consumers feel they are doing something positive for their community by purchasing from a company that supports Make-A-Wish.



71%

of consumers are more likely to choose a company that supports Make-A-Wish over other companies.



87%

of consumers will purchase a product because a company advocated for an issue they cared about.



92%

of employees agree they would be more committed to their employer if their employer was to support Make-A-Wish.

WHICH PARTNERSHIP WORKS FOR YOU?

SPONSORSHIP

Support a specific campaign, event, operational or direct wish cost. Event Sponsorship opportunities are listed on our website: wish.org/iowa/events.

IN-KIND SUPPORT

There are countless possibilities: printing, auction items, advertising, office supplies, wish enhancements, and more!

VOLUNTEER

Volunteers are the backbone of making wishes come true! Every wish requires two volunteer wish granters. Event volunteers are also needed across the state.





PRESENTING SPONSOR: \$50,000 (SOLD 2026)

- Opportunity to serve as an Honorary Chair for the 2026 DSM Gala and attend DSM Gala committee meetings as desired
- Listed as presenting sponsor on all advertising and promotional materials, including save the dates, invites, and event e-blasts
- Dedicated posts on Make-A-Wish Iowa Facebook Page and LinkedIn
- LinkedIn Top Sponsor Post and Facebook event post
- Opportunity to host a branded experience during the cocktail hour or distribute branded giveaways during the after-party
- Opportunity to present the kick-off toast at the gala or provide a pre-recorded video and participate in a Wish Moment *as possible based on wish availability and family preferences*
- Logo with company website link featured on mobile bidding site
- Logo and/or ad included in evening presentation
- Opportunity to include a message to attendees in thank you email
- Three tables of up to ten with signage, personal bartender and complimentary bottle of champagne
- Receive limited-edition Make-A-Wish Iowa branded swag
- Recognized as a 2026 Circle of Hope Member

WISH CHAMPION SPONSOR: \$30,000

- Listed a champion sponsor on advertising and promotional materials, including save the dates, invites, and event e-blasts.
- Kick off the Fill-the-Star portion of the program from the stage if desired with your \$15,000 donation (*included as part of your sponsorship*)
- Logo included on all bidder paddles used for the evening
- Recognized as a 2026 Circle of Hope Member
- Dedicated posts on Make-A-Wish Iowa Facebook Page and LinkedIn
- LinkedIn Top Sponsor Post and Facebook event post
- Logo with company website link featured on mobile bidding site
- Logo and/or ad included in evening presentation
- Two tables of up to ten with signage, personal bartender and complimentary bottle of champagne

HOPE SPONSOR: \$10,000

- Name included on event invitation
- Name included on electronic event promotions including event e-blasts
- Dedicated post on Make-A-Wish Iowa Facebook Page
- LinkedIn Top Sponsor Post and Facebook event post
- Logo and/or ad included in evening presentation
- Two tables of up to ten with signage, personal bartender and complimentary bottle of champagne



AUCTION SPONSOR: \$7,500 (limit 1)

- Logo displayed during live auction and featured on auction event signage
- Opportunity to provide auction package 101 - First package listed at the top of the auction site
- Logo included in evening presentation
- LinkedIn Top Sponsor Post and Facebook event post
- Table of up to ten with signage and complimentary bottle of champagne

SIGNATURE DRINK SPONSOR: \$6,500 (limit 1)

- Create a custom drink and drink station with the Iowa Events Center to represent your brand at the gala
- Logo featured on signature drink cups
- LinkedIn Top Sponsor Post and Facebook event post
- Table of up to ten with signage and complimentary bottle of champagne

STRENGTH SPONSOR: \$5,000

- Featured Facebook post on the gala event page
- Logo included in evening presentation
- Complimentary bottle of champagne for your table
- Table of up to ten with signage

AFTER PARTY SPONSOR: \$4,000 (limit 3 or \$12,000 for exclusivity)

- Featured Facebook post on the gala event page
- Logo prominently displayed throughout after party space
- Table of up to ten with signage

JOY SPONSOR: \$2,500

- Listed as a Joy Sponsor on a gala event page Facebook post
- Logo included in evening presentation
- Table of up to ten with signage

STAR SPONSOR: \$1,750

- Table of up to ten with signage

FILL THE STAR: \$500 - \$15,000

- **Donate directly to a wish in our community!**
- Choose your level from \$500 - \$15,000 the total cost of a wish
- Highlighted during the live Fill the Star program
- Donations \$15,000+ recognized as a 2025 Circle of Hope Member
- **Commit \$500+ by April 9th and your name/logo will be featured on a star in event walk-way**



FASB 606 requires non-profits to recognize revenue at specific times for event-based donations and sponsorships. In accordance with an update from the Financial Standards Accounting Board, Make-A-Wish Iowa will reach out to you in the rare instance that this event would have to be rescheduled to see if you would like a refund or if you would still like for your donation to be maintained with Make-A-Wish Iowa for the rescheduled event or to impact the mission. For more information on FASB 606 please speak with your organization or personal tax advisor.



SPONSOR INFORMATION:

Name_____

Company_____

Address _____

City, State, Zip_____

Phone_____

Email_____

I cannot attend this year but would like to make a donation of \$_____ to help grant wishes.

PAYMENT INFORMATION:

SPONSOR LEVEL: _____

Priority Renewal Option: *Returning sponsors will receive first right of refusal for their current sponsorship tier, ensuring exclusive opportunity to renew before it becomes available to new sponsors.*

FILL THE STAR DONATION: _____

TOTAL DUE: _____

☐ Check enclosed payable to: Make-A-Wish®
Iowa Make-A-Wish® Iowa 3009 100th Street
Urbandale, IA 50322

☐ Please invoice my company.
[Email: nbrecht@iowa.wish.org](mailto:nbrecht@iowa.wish.org)

JUST WANT TO ATTEND?

Table for up to Ten: \$1,500.00

Deadline to be included on the invite: Feb. 1

Deadline to be included in the evening presentation: Apr. 15

Thank you for supporting our Wish Kids!

*The Make-A-Wish Foundation® of Iowa is exempt under Section 501(c) (3) of the Internal Revenue Code, making this gift tax deductible.
EIN: 42-1310530*