

# Wish Bold

**27th Annual Riverbend Gala**

Saturday, April 25, 2026

**Waterfront Convention Center**

**Bettendorf**

**Every wish is a chance to build on imagination,  
creating something unique and personal.**

Help us as we encourage every eligible child in Iowa to **WISH BOLD!**

Join us April 25, 2026, at the Waterfront Convention Center in Bettendorf.

Bring hope and joy to Iowa kids waiting for their wish.

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

Sponsorships are on sale now.

Please follow us on [Facebook](#) for all event updates.

Typical attendance: 550 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 a record number of referrals for new wishes.

**This year we need to grant 250 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 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: [Wish.org/impact-study](https://www.wish.org/impact-study)

Annual Report and Chapter Update: [WishReportIowa.org/](https://www.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.

**[Wish.org/iowa](https://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 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](http://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

Levels range from \$10,000 - \$500, allowing you to choose the sponsorship package that best fits your needs.

### AUCTION ITEM

The auction helps raise much needed funds for wishes. Experiences, products and services are all needed.

### IN-KIND DONATION

There are many in-kind possibilities: printing, auction items, advertising, music, décor and more!



### PRESENTING SPONSOR: \$10,000

- Listed as presenting sponsor on all advertising and promotional materials, including save the dates, invites, and event e-blasts.
- Name included on event invitation and promotions, including e-blasts and program
- Dedicated posts on Make-A-Wish Iowa Facebook page and LinkedIn
- LinkedIn Top Sponsor post and Facebook event post
- Opportunity to present the kickoff toast at the gala or provide a prerecorded video
- Logo with company website link featured on mobile bidding site
- Logo included in evening presentation
- Opportunity to include a message to attendees in thank-you email
- Two front-row tables of eight with signage
- Selfie stand wrap with company logo on the wrap and on photos sent to guests
- Complimentary bottle of Champagne for your tables



### HOPE SPONSOR: \$7,500

- Name included on event invitation and promotions, including e-blasts and program
- Logo with company website link featured on mobile bidding site
- Featured Facebook post on the gala event page
- Logo included in evening presentation
- One front-row table of eight with signage
- Complimentary bottle of Champagne for your table

### STRENGTH SPONSOR: \$5,000

- Name included on event e-blasts and program
- Featured Facebook post on the gala event page
- Logo included in evening presentation
- Table of up to eight with signage
- Complimentary bottle of Champagne for your table



### **SIGNATURE DRINK SPONSOR: \$4,000 (LIMIT 1)**

- Create a custom drink and drink station with the Waterfront Convention Center to represent your brand at the gala
- Signage with logo near drink station, listed as Signature Drink Sponsor
- Table of up to eight with signage

### **COCKTAIL HOUR SPONSOR: \$3,500**

- Sponsor the beer and wine during the cocktail hour
- Signage with logo near drink station, listed as Cocktail Hour Sponsor
- Table of up to eight with signage

### **AUCTION SPONSOR: \$3,500 (LIMIT 1)**

- Logo displayed during live auction and featured on silent auction event signage
- Opportunity to provide a silent auction package that will be featured as the first listing, package 101, at the top of the silent auction site
- Table of up to eight with signage

### **JOY SPONSOR: \$2,500**

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

### **STAR SPONSOR: \$1,500**

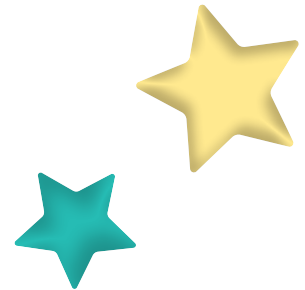
- Name included in evening presentation and program
- Table of up to eight with signage

### **FUND A WISH SPONSOR: \$500–\$15,000**

- Choose your level from \$500—the total cost of a wish
- Highlighted during the live Fill the Star program
- Donations \$15,000 plus recognized as a 2026 Circle of Hope member
- Highlighted on social media
- **Donors who commit \$500 plus by March 20 will be featured on a star in event walkway**

*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 but would like to make a donation of \$\_\_\_\_\_ to help grant wishes.

## PAYMENT INFORMATION:

SPONSORSHIP LEVEL: \_\_\_\_\_

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

☐ Please invoice my company.

**Deadline to be included on the invite: Feb. 1**

**Deadline to be included in the program: March 20**



**Make-A-Wish®**  
IOWA

**Wish.org/iowa**  
**(800) 797-WISH**

*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*