

a Season of Wishes

Make-A-Wish Foundation® of Oregon

November, 28 -
December, 31 2009

Campaign Overview:

A Season of Wishes is an annual holiday campaign designed to raise awareness and funds for the Make-A-Wish Foundation® of Oregon. Together, KATU, Radio Disney and local fundraising partners will make wishes come true for special children in our community.

Integrated marketing efforts include:

- Campaign support from KATU and Radio Disney
- Cause-marketing promotions
- Local events
- Media outreach
- Online activities
- Sharing the powerful Make-A-Wish® mission

Ways to support *A Season of Wishes*:

- Become a sponsor
- Host a Make-A-Wish® night at your restaurant or retail location by donating a percentage of sales
- Create an event or other fundraiser at your school or workplace
- Sell wish stars to your customers
- Purchase Make-A-Wish holiday cards
- Make a cash donation
- Call us for more exciting ideas



WHO CAN HELP?

- **Small businesses**
- **Large companies**
- **Retailers**
- **Restaurants**
- **Schools**
- **Individuals**

MAKE-A-WISH

www.orwish.org

800-934-WISH

For more information:

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More than half of Americans intend to purchase a holiday gift that gives back a portion of the proceeds to a cause.

- 2006 Cone Holiday Trend Study

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Campaign Sponsorship Opportunities:

| Sponsorship Benefits | Premier \$10,000 | \$7,500 | \$5,000 | \$2,500 |
|--|---------------------|---------|---------|---------|
| Adopt wish of local child and receive commemorative plaque | * | * | | |
| Inclusion in Radio Disney and KATU media assets (see attachment for details) | * | | | |
| License to use the Make-A-Wish marks and logo in approved advertising and promotions | * | * | * | * |
| Rights to campaign proprietary logo | * | * | * | * |
| Company logo on www.orwish.org homepage for duration of campaign | * | | | |
| Company logo on A Season of Wishes page at www.orwish.org with link to homepage | * | * | * | * |
| Company logo included in A Season of Wishes e-blast with link to homepage | * | * | * | * |
| Company logo included in printed newsletter | * | * | * | |
| Company mentioned in A Season of Wishes press release | * | * | | |
| Company logo on A Season of Wishes posters and flyers | * | * | * | |
| Media attention during A Season of Wishes tree lightings & kick-off event | * | * | | |
| Rights to activate campaign in company's internal / external communications | * | * | * | |

***Only two Premier Sponsorships available.**