

I wish to have a Bailey Built wheelchair
Etta, 6
neuromuscular disorder

#1 Most Trusted Nonprofit Operating Locally Across 50 States
MORNING CONSULT® 2026
MAKE-A-WISH®

Make-A-Wish®
NORTHEASTERN & CENTRAL CALIFORNIA

RESULTS RADIO

RADIOthon

2027 SPONSORSHIP PACKET

THURSDAY, MARCH 18, 2027
MOUNT SHASTA MALL | REDDING, CA | 6:00 AM - 6:00 PM

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

Make-A-Wish
NORTHEASTERN & CENTRAL CALIFORNIA

2027 RESULTS RADIOTHON SPONSORSHIP PACKET








Brought to you by Results Radio, listeners will hear the transformational power of a wish directly from wish families. For twelve hours you will hear from wish kids and their families, volunteers and sponsors who have been impacted by life-changing wishes in the North State.

On this one magical day, we'll be turning your phone calls into hope, raising vital funds to continue to grant life-changing wishes to local children. Tune in to 96 KTO, Q97, Red 103.1, Power 94.7, BOB FM 107.1.

RESULTS RADIO · 96 KTO REDDING'S TRUE OLDIES · Q97 · POWER 94.7 · BOB FM 107.1 · RED 103.1 FM










For more information, contact Nick Dominguez at ndominguez@ncc.wish.org or (916) 518-9318.

Make-A-Wish NORTHEASTERN & CENTRAL CALIFORNIA

2027 RESULTS RADIOTHON SPONSORSHIP PACKET

SPONSORSHIP LEVELS	PRESENTING SPONSOR $15,000	WISH SPONSOR $7,500	COURAGE SPONSOR $5,000	JOY SPONSOR $2,500	HERO SPONSOR $1,500
PRIMARY SELECTION FOR THE SPONSOR OF THE HOUR TIME SLOT	★				
DIGITAL SHOUTOUT DURING MAW NCC'S WEEK OF WISHES	★	★			
LOGO ON EVENT WEBSITE AND RESULTS RADIO WEBSITE, AS WELL AS E-BLASTS AND SOCIAL MEDIA PROMOTION	★	★	★	LISTED	
LOGO ON EVENT COLLATERAL	★	★	★	LISTED	LISTED
PROMOTIONAL MENTIONS IN 600+ COMMERCIALS	★	★	★	★	★
OPPORTUNITY TO MAKE LIVE ON-AIR DONATION	★	★	★	★	★
SPONSOR OF THE HOUR*	★	★	★	★	★

*Sponsor of the Hour includes the opportunity for brand promotion via tent/signage at drive-through donation site, on-air time, and/or merchandise distribution. Sponsors of $2500+ are guaranteed individual time slots. Hero Sponsors are not guaranteed an exclusive hour, depending on number of participants.

MARKETING BENEFITS VARY BY DATE OF SPONSORSHIP AGREEMENT



I wish to have a new accordion

Kevin, 17

brain tumor

For more information, contact Nick Dominguez at ndominguez@ncc.wish.org or (916) 518-9318.
Sponsorship must be secured by March 5, 2027. Benefits may vary based on sponsorship commitment dates.

Make-A-Wish
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RADIOthon

SPONSORSHIP COMMITMENT PLEDGE FORM

Contact Name: _____

Company/Name for Recognition: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Payment Contact (if different than above)

Name: _____

Email: _____

Phone Number: _____

I am proud to partner with Make-A-Wish Northeastern & Central California and pledge the following level of sponsorship:

- ◯ Presenting Sponsor $15,000
- ◯ Wish Sponsor $7,500
- ◯ Courage Sponsor $5,000
- ◯ Joy Sponsor $2,500
- ◯ Hero Sponsor $1,500
- ◯ Donation: _____

Method of Payment (Payments must be complete by Thursday, March 18, 2027):

- ◯ Mail check to The Wishing Place
- ◯ Deliver at the Radiothon event on March 18, 2027
- ◯ Credit card or ACH (bill.com invoice)
- ◯ Other: _____

Estimated payment date: _____

Please make checks payable to:
Make-A-Wish
Northeastern & Central California

Send checks to:
The Wishing Place
2800 Club Center Drive
Sacramento, CA 95835

TAX ID/EIN: 68-0027351

An invoice from Bill.com will be sent upon completion of this form.

Your support is essential to our mission and event. By signing this document, you agree to pay your sponsorship in full by the above due date unless an alternative mutual agreement is made. Should the 2027 Results Radio Radiothon be canceled for any reason, you waive your right to the exchange of services included in this pledge agreement and agree to offer the amount stated above as a general donation.

Signature: _____ Date: _____

For inquiries or assistance, please contact:

Event Lead: Seth Browner - sjbrowner@ncc.wish.org | 916.692.3932
Sponsorship Benefits: Nick Dominguez - ndominguez@ncc.wish.org | 916.518.9318
Payment & Billing: Deana Nelson - finance@ncc.wish.org | 916.226.3972