



Make-A-Wish.

TRAILBLAZE CHALLENGE®

23.4 MILES ★ ONE LIFE-CHANGING DAY

Designed as an endurance hiking event, the Make-A-Wish Trailblaze Challenge gives participants the opportunity to tackle 23.4 miles of Maine mountain terrain, all in one amazing day while raising much needed funds to grant the wishes of children with critical illnesses. This is a journey, not a race and caters to all levels from hiking novice to advanced outdoor enthusiasts.

On September 28th, 2019, Make-A-Wish Maine will host the first event in Northern New England by hiking a portion of the scenic Maine Huts Trail in the Carrabassett Valley. Participants are taken through 14 weeks of training before converging upon Sugarloaf Mountain Hotel for a weekend of concentrated activity and passionate celebration.

Trailblaze Challenge is more than a hike. It is more than a fundraiser. Trailblaze Challenge is a life-changing endurance experience that uniquely evokes the journey wish kids go through and ultimately helps Make-A-Wish Maine grant wishes to more than 75 Maine children a year.

Why Partner?

ENGAGE

Rally your employees to participate and strengthen morale! Opportunities for employee engagement include staffing "Trail Magic" aid stations during the event and more specialized participation as experienced hiking coaches throughout the training process.



ALIGN

Align your company with the premier wish granting organization and help create life-changing wishes for children with critical illnesses.



ADVANCE

Take advantage of unique branding & exposure opportunities. Help incentivize participant hikers to reach their peak by offering in-store discounts or branded swag items. Multiple clinics throughout the training process offer additional opportunities to showcase useful clothing and equipment.





TRAILBLAZE CHALLENGE®

OUR MISSION

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

ABOUT MAKE-A-WISH MAINE

The Maine chapter of Make-A-Wish opened in 1992. Founded by Wayne and Caroline Morong, in Camden, Make-A-Wish Maine has grown to serve children in each of Maine's 16 counties. We have granted over 1500 wishes since our first year and this organization grants an average of one wish every five days. Robbie Seelye, of Calais, was Maine's first wish kid who received an ATV for his wish in

HOW WISHES ARE GRANTED

The Maine Chapter uses trained volunteer wish granters who meet the child and family to determine the wish. Staff wish-granting coordinators then work to put the wish together. The average cash cost of a wish is \$7,000. All wish expenses are fully covered, including travel and spending money. Our objective is to provide the child and family with a worry-free experience. We rely upon in-kind gifts and donations from individuals and corporations, as well as the generous donation of time and talents of over 200 statewide volunteers.

IMPACT OF A WISH

89% of parents observed an increase in their child's emotional strength and overall health status.

81% of parents observe an increased willingness by their child to comply with difficult medical treatments.

97% of parents said the wish experience strengthened their families and gave them the opportunity to be a "normal" family again.

Make-A-Wish Maine provides unparalleled wishes as imaginative as the children who dream them.

WISH CATEGORIES

Wishes typically fall into four categories:



I wish to go...

Travel throughout the United States, & Internationally.



I wish to have...

Special gifts (computers, shopping sprees, bedroom makeovers, or a puppy)



I wish to be...

Experience the thrill of being a police officer, firefighter, model, or professional recording artist



I wish to meet...

A favorite celebrity, athlete, or musician



Make-A-Wish Maine's first Wish Kid, Robbie.

The following opportunities are designed to maximize recognition at every level of engagement. Make-A-Wish Maine would be happy to discuss the combination and customization of any engagement options to meet your community outreach goals.

PARTNERSHIP LEVELS	Presenting (one available) \$10,000	Summit \$7,000	Wilderness \$3,500	Blaze \$1,000	Star \$500
Opportunity to speak to attendees	X				
Dedicated e-mail message to event participants	X				
Logo Placement:					
Event posters ¹	X	X			
Event press release	X	X	X		
Event presentations ²	X	X	X		
Chapter website	X	X	X		
Social media mentions	4	3	2	1	
Event T-shirts ³	X	X	X	X	name
Wish Wire newsletter	X	X	X	X	
Weekly Trail Talk e-mails	X	X	X		
Fundraising website	X	X	X	X	X
Signage along route	X	X	X		
Hike weekend signage	X	X	X	X	name
Participant/Volunteer bag insert opportunity ⁴	X	X	X	X	
Participant entries	2	1			
Custom recognition piece	X	X	X	X	

1 Deadline for inclusion on Trailblaze Challenge posters is May 20, 2019.

2 Deadline for inclusion on hiker recruitment presentations is May 30, 2019.

3 Deadline for inclusion on Trailblaze Challenge shirts is September 6, 2019.

4 Items to be included in participant bags must be in house by September 16, 2019. 60 items are required.

