



Ordinary Magic

Wilder's annual gathering to celebrate and build community!

2025 SPONSORSHIP OPPORTUNITIES



Wilder's Ordinary Magic

Thursday, May 1, 2025

5:30 p.m. at Wilder Foundation

Celebrate the resilience of the families in our community. Ordinary Magic is Wilder's annual fundraiser that raises critical funds to fuel our mission. Sponsorship support of Ordinary Magic is an investment in Wilder and our work to improve lives through direct service, research and community building. The generosity of sponsors create greater opportunities in the lives of thousands of people every year. Together our impact is so much greater, so let's celebrate the power of Ordinary Magic to transform lives!



Event attendees over the past 8 years



2,500+
guests &
virtual attendees



88%
live in the
Twin Cities



80%
with household
income \$100,000+



40%
with household
income \$200,000+



\$2.5m
invested in community by
sponsors & individuals

Publicity Benefits & Recognition



938,000
annual website
views



8,000+
print & digital
newsletter
impressions



275,000+
social media
impressions



	Presenting \$75k	Champion \$50k	Impact \$25k	Platinum \$15k	Gold \$10k	Silver \$5k	Bronze \$2.5k
One table for 8 guests	✓	✓	✓	✓	✓	Two event tickets	Two event tickets
Logo with link on Wilder and event website	✓	✓	✓	✓	✓	Logo Only	Name Only
Tagged in pre-event social media post	✓	✓	✓	✓	✓	✓	✓
Logo included in digital newsletter and Annual Report	✓	✓	✓	✓	✓	✓	✓
Logo included on event slideshow	✓	✓	✓	✓	✓	✓	Name Only
Half-page ad in event program	✓	✓	✓	Quarter-page ad			
Verbal recognition at event	✓	✓	✓				
Exclusive named guest experience	✓	✓					
Exclusive named match for Fund-a-Need	✓						
Tax-deductible value of sponsorship	\$74,600	\$24,600	\$24,600	\$14,600	\$9,600	\$4,900	\$2,400



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Select Sponsorship Level

Presenting Sponsor—\$75,000

Champion Sponsor—\$50,000

Impact Sponsor—\$25,000

Platinum Sponsor—\$15,000

Gold Sponsor—\$10,000

Silver Sponsor— \$5,000

Bronze Sponsor—\$2,500

Company or Organization Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Select Payment Method

Please invoice me

Online at wilder.org/magic

Mail this form and a check to Wilder Foundation, attn: Advancement

Visa MasterCard Discover American Express

Cardholder Name: _____

Card Number: _____

CCV #: _____ Expiration Date: _____

Please send a high resolution business logo to ellen.cleary@wilder.org
Questions? Contact events@wilder.org