



Benefiting Children's Wisconsin
and Presented by



**TWO MEN
AND A
TRUCK®**



**TWO MEN AND A
JUNK
TRUCK.**

**Tuesday, November 18, 2025
Brookfield Conference Center**

SPONSORSHIP OPPORTUNITIES

Help Us Help Kids

For more than 130 years, Children's Wisconsin has provided exceptional pediatric care and services to kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. The generosity of our community and corporate partners allows us to provide the very best physical, dental, social and mental health care to those we serve and we hope you will consider making an investment.



The Sugar Plum Luncheon®

The Sugar Plum Luncheon® is Milwaukee's premier holiday-themed event and auction. For 35 years, this holiday fundraising tradition has gathered hundreds in support of Children's Wisconsin and the kids and families we serve.

In 2024, the event was held at the Brookfield Conference Center for the second year in a row. Nearly 300 event attendees helped us raise \$222,889 — contributing to the more than \$3.1 million the signature event has raised since it began.



**Children's
Wisconsin**

Brighter Than Ever

Be a Part of Something Special.

As a sponsor of The Sugar Plum Luncheon®, you directly support the physical, dental, social and mental health of Wisconsin's kids and teens.

As a sponsor, you and your organization will:

- Receive exposure and attend a premier networking event perfect for spreading holiday cheer and entertaining employees, clients and friends
- Gain goodwill by partnering with one of the nation's top pediatric hospitals
- Lead the way for other Wisconsin companies and organizations by investing in a statewide asset we all depend on

Reach an Audience Committed to Making a Difference.

Sponsors of The Sugar Plum Luncheon® receive exposure across a variety of channels, including:



Approximately 300 attendees made up of influential donors and friends from across Southeastern Wisconsin



Approximately 1,000 influential individuals who receive targeted event invites and email communications



Approximately 45,000 monthly Children's Wisconsin Foundation website visitors, which drives to the foundation event web page with sponsor recognition



Approximately 130,000 email subscribers to Children's monthly e-newsletter



Approximately 160,000 Children's Wisconsin Facebook followers

Milwaukee Business Journal



31,139 weekly readers



232,666 monthly website visitors



Enjoy an Afternoon of Holiday Cheer.

At The Sugar Plum Luncheon®, guests will enjoy the event's famous silent auction, sponsored by Cielo, and hear from inspirational speakers sharing the impact Children's Wisconsin has in our community.



Over 100 elegantly curated silent auction items of various categories including: Dining & Entertainment, Experiences, His & Hers, Holiday, Home, Kids and Sports



Wine Pull, featuring over 100 unique varieties of wine valued at \$25 or more



Custom cookie kits from Edible Impressions

Since moving to the Brookfield Conference Center in 2023, the event has grown in attendance by 25%, and we look forward to continuing to draw new audiences in 2025.



SPONSORSHIP OPPORTUNITIES

For full benefit details by level, please see the chart on the following pages.

\$15,000+

SOLD

Presenting Sponsor

The event will be referred to as *The Sugar Plum Luncheon® presented by your company/organization* in all event communications and collateral.

- Event logo lock-up featuring your company/organization logo as well as prominent name and logo recognition throughout all event materials.
- Opportunity for representative to participate in event program.
- Opportunity to volunteer during event setup, at the event, or at post-event teardown and cleanup.
- Opportunity to provide digital promotion for attendees in post-event communications.
- Opportunity to experience a behind-the-scenes tour of Children's Wisconsin.

\$12,000+

Fund the Mission Sponsor

Your sponsorship will be leveraged as a matching gift during the event program to inspire fundraising.

Reception Sponsor

Receive prominent name and logo recognition throughout the event reception.

\$7,500+

SOLD

Auction Sponsor

Sponsor the highly anticipated auction, featuring 100+ curated items available for bidding in person and online. Auction will be referred to as *The Sugar Plum Luncheon® auction sponsored by your company/organization*.

- Name and logo recognition featured at the physical auction space.
- Digital exposure via name and logo recognition on the event web page and digital auction platform.
- Name recognition on tailored text message and email notifications sent to all registered attendees and a network of highly engaged donors.

\$5,000+

Supporting Sponsor

Engage your employees in exclusive volunteer opportunities during event setup, at the event, or at post-event teardown and cleanup.

Refreshment Sponsor

Sponsor the beverage guests receive upon arrival at the reception. Receive name and logo recognition, with this special welcome referred to as *Beverages sponsored by your company/organization*.



\$3,500+

Drawing Sponsor

Sponsor the popular purse drawing valued at \$250+ (included in total sponsor investment of \$3,500). Drawing will be referred to as *Purse Drawing sponsored by your company/organization* with name and logo featured at the physical drawing space.

Centerpiece Sponsor

Receive name and logo recognition on the centerpiece displays at 30+ tables. Centerpieces will be referred to as *Centerpieces sponsored by your company/organization*.

In-Kind Donation

Sugar Plum Fairy Sponsor

Unique opportunity to donate a branded take-home item/guest gift to support the event and gain exposure.

SPONSORSHIP BENEFITS

**Exclusive sponsorship benefits are detailed on the previous pages.*

Commitment deadlines:

Children's Wisconsin monthly e-newsletter: July 1, 2025

Printed invite: August 1, 2025

Printed program: October 1, 2025

Event signage: October 1, 2025

	Pre-Event				
	\$15,000+	\$12,000+	\$7,500+	\$5,000+	\$3,500+
Recognition in Children's Wisconsin monthly e-newsletter	1 e-newsletter				
Recognition on Children's Wisconsin Facebook	2 posts	1 post	1 post		
Recognition in digital save the date	Event logo, prominent company logo	Prominent logo	Logo		
Recognition in printed and digital invitations	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
<i>Milwaukee Business Journal</i> Ad	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Recognition on foundation event web page	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Recognition in event emails	Event logo, prominent company logo in up to 5 emails	Prominent logo in up to 5 emails	Logo in up to 5 emails	Name in up to 3 emails	Name in up to 3 emails

	Event Day				
	\$15,000+	\$12,000+	\$7,500+	\$5,000+	\$3,500+
Verbal mention during event program	✓	✓	✓	✓	✓
Recognition on event-day signage	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Recognition in printed program	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Number of attendees (includes VIP seating location)	10	10	10	10	10

	Post-Event				
	\$15,000+	\$12,000+	\$7,500+	\$5,000+	\$3,500+
Recognition in Children’s Wisconsin Facebook thank-you post	Name	Name	Name		
<i>Milwaukee Business Journal</i> Ad	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
Recognition in Children’s Wisconsin thank-you email	Event logo, prominent company logo	Prominent logo	Logo	Logo	Name
First right of refusal for 2026 event	✓	✓	✓	✓	✓

Let's Connect.

Want to learn more about how your brand can be a part of The Sugar Plum Luncheon®? We'd love to chat!

Contact Us Today:

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Kids deserve the best.