

IT'S IN THE BAG

A Celebration of Inspiration

04.28.2024

The Waterfront Resort
Huntington Beach

Make-A-Wish
ORANGE COUNTY AND
THE INLAND EMPIRE

Women's
Circle
of
Wishes

ITSINTHEBAG-WISH.ORG

HISTORY OF WOMEN'S CIRCLE OF WISHES



A little more than ten years ago, a small group of women got together to talk about what they could do to help grant a child's wish. These ladies were seasoned fundraisers for school projects, youth sports teams, scouting and college alumni groups. During their first year, they each asked 10 friends to join them for a high tea and purse auction. Just 98 ladies attended the first **"It's In The Bag"** event, raising \$12,000 – at the time enough to grant two wishes!

Knowing they could do more, they invited these same friends, colleagues, sisters, and neighbors to join the conversation. Today there are 30 dedicated women with a shared vision that every eligible child deserves their most heartfelt wish. Working together, the Women's Circle has grown their annual luncheon and purse auction to over 300 guests and since the group's inception, they have raised over \$1.6M in support of Make-A-Wish Orange County and the Inland Empire.

The mission of Make-A-Wish is to create life-changing wishes for children with critical illnesses.



95% of wish alumni said their wish helped them overcome feelings of sadness and felt more **hopeful** for their future.



91% of wish parents believe the wish experience is a **necessary part** of a child's treatment journey.



90% of medical professionals said a wish **increases** a child's **compliance** with treatment.

There are **over 570 children in Orange, Riverside and San Bernardino Counties** waiting for **their wishes to be granted**. Be part of the magic and help make wishes come true!

IT'S IN THE BAG

Fashion Exposé Inspired by the Arts

Sunday April 28, 2024 | 11:30 AM – 2:30 PM
The Waterfront Beach Resort | Huntington Beach, CA

It's in the Bag is a highly anticipated annual luncheon attended by 350 influential fashion enthusiasts of all ages. This fun-filled themed event features an auction of luxury new designer handbags including Versace, Gucci, Prada, Coach, Kate Spade, Chloe, Chanel, Fendi and more! We invite you to help us create life-changing wishes for children with critical illnesses through your support of this amazing event!

SPONSORSHIP OPPORTUNITIES

\$20,000

PRESENTING SPONSOR (1 Available)

- Two VIP tables for a total of 20 guests
- 20 Swag Bags
- Verbal acknowledgement during the program
- 1 room at the Waterfront Beach Resort overnight *
- 2 bottles of champagne for the tables
- Access to exclusive after party at Offshore 9 Rooftop Lounge at the Waterfront Beach Resort
- Logo inclusion on printed and digital invitations, event website and event day signage*
- Acknowledgement in Wishful Thinking Newsletter
- 2 Full screen digital ads*

FMV: \$5,329

\$10,000

GIFTED SPONSOR (1 Available)

- One VIP table for up to 10 guests
- 10 Swag Bags
- Naming rights for choice of Sketch Portrait or photo opportunity
- Access to exclusive after party at Offshore 9 Rooftop Lounge at the Waterfront Beach Resort
- Logo placement on digital invitation, printed event signage and event website
- Full screen digital ad *

FMV: \$2,490

\$7,500

INSPIRATION SPONSOR (4 Available)

- Reserved seating for 6 guests
- Includes 6 Swag Bags
- Access to exclusive after party at Offshore 9 Rooftop Lounge at the Waterfront Beach Resort
- Logo inclusion on event website
- Full screen digital ad *

FMV: \$1,290

\$5,000

INNOVATOR SPONSOR (2 Available)

- Reserved seating for 4 guests
- Includes 4 Swag Bags
- Access to exclusive after party at Offshore 9 Rooftop Lounge at the Waterfront Beach Resort
- Logo inclusion on event website
- Half-screen digital ad *

FMV: \$860

\$2,500

IMAGINATION SPONSOR

- Reserved seating for 2 guests
- Includes 2 Swag Bags
- Access to exclusive after party at Offshore 9 Rooftop Lounge at the Waterfront Beach Resort
- Company listing on event website
- Company listing on digital screens *

FMV: \$430



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VIP TICKETS

\$500

- Access to exclusive after party

FMV: \$215

UNDERWRITING OPPORTUNITIES

\$5,000

SIGNATURE DRINK OR HOSTED VALET

- Exclusive signage at the bar or valet
- Reserved seating for 2 guests
- Includes 2 swag bags
- Access to exclusive after party
- Half-screen digital ad *

FMV: \$430

ADVERTISING OPPORTUNITIES

\$1,500

Full screen digital ad

\$1,000

Half screen digital ad

* Print invitation deadline is February 2, 2024.

* Digital ad and event day signage inclusion deadline is April 5, 2024.

2023 Sponsors

Allergan Aesthetics | The Anthony and Carie Ferry Foundation | Apriem

Aric Evatt | Beauty with a Mission | Common Thread | Disneyland Resort

LA Girl/Beauty 21 | Lamia Gabal | Shari Simmons | The Vanderhook Family

Contact Us

Ronnie Medrano

Development and Donor Care Coordinator
Make-A-Wish Orange County and the Inland Empire
3230 El Camino Real Suite 100
Irvine, CA 92602
(714) 573-9474



A SUPPORT GROUP OF
MAKE-A-WISH ORANGE COUNTY & THE INLAND EMPIRE