

Children's
Wisconsin



HOLLYWOOD

Movie Night

Presented by Marcus Theatres

Movie Premiere
November 4, 2026

Marcus Majestic Cinema of Brookfield

SPONSORSHIP OPPORTUNITIES

Help Us Help Kids

For more than 130 years, Children's Wisconsin has delivered exceptional care 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. It is the generosity of our community and corporate partners that allows us to provide the very best physical, dental, social and mental health care to those we serve. Thank you for considering a partnership with Children's Wisconsin. We look forward to working with you on the many ways your investment can make a difference.

A Blue Carpet Experience!

Movie to be announced in fall 2026.

This year marks the 8th annual Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres. The exclusive event gives kids and their families a "blue carpet" experience they'll never forget! Marcus Theatres will premiere one of the most highly anticipated family-friendly movies of the season before its official release. The evening features movie-themed activities for all ages and delicious food and beverages. Since it began, this event has raised more than \$600,000 for Children's.



Be a part of something special.

As a sponsor of the Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres, you directly support the physical, dental, social and mental health of Wisconsin's kids and teens.

As a sponsor, your brand will:

- Receive exposure in select Marcus Theatres through **pre-event advertising** during the fall movie season
- **Engage** with up to 300 event attendees
- **Reach thousands of people** in greater Milwaukee through Children's Wisconsin and Marcus Theatres channels: digital, direct mail and local theatres showing pre-event advertising
- Receive event tickets to enjoy **this unique fundraiser that's perfect for entertaining families, employees and business partners**
- Gain greater exposure and goodwill by **partnering with one of the nation's top pediatric hospitals**
- Lead the way for other Wisconsin companies by **investing in a community asset families rely on**



Reach an audience committed to making a difference:

Children's Wisconsin

Sponsors will receive brand exposure across a variety of Children's Wisconsin channels, including*:

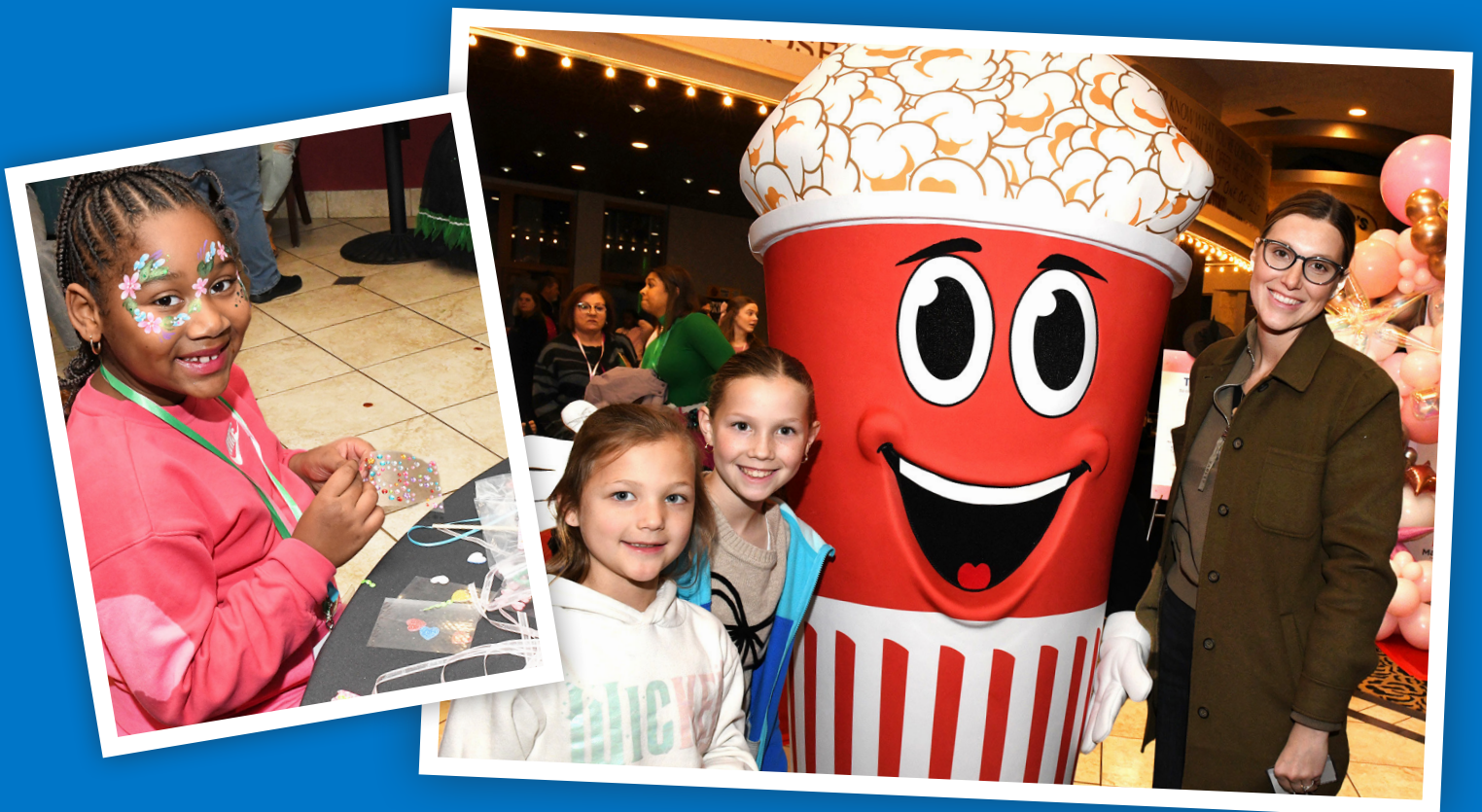
-  **Up to 300 event participants — kids and adults**
-  **Up to 200k followers on Children's Wisconsin's primary social media channels**
-  **Up to 130,000 Children's Wisconsin Foundation email subscribers**
-  **Thousands of Children's Wisconsin event and registration web page views**

Marcus Theatres

Sponsors will receive brand exposure across a variety of Marcus Theatres' channels, including*:

-  **Thousands of individuals and families viewing 30-second pre-event on-screen advertisements** running for several weeks at theatre locations throughout greater Milwaukee
-  **Thousands of Marcus Theatres event website visitors**

**Specific benefits may vary by sponsorship level.*



SPONSORSHIP OPPORTUNITIES

All sponsorships include event tickets. If unable to attend the event, sponsors may donate tickets for use by patient families and volunteers. Please notify the Children's Wisconsin Foundation by October 9 to allow time for outreach and scheduling through our Grateful Families team.

\$15,000+

Premier Sponsor

Be the premier sponsor of the Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres, giving your company premier logo placement on the event and registration web pages, event materials, email communications, advertisements and signage.

Exclusive sponsorship benefits include:

- Dedicated, company-supplied 30-second advertisement to play on the big screen prior to the movie on event night
- Opportunity for your company to tour a Children's Wisconsin hospital, clinic or community service office of your choosing for an impactful and behind-the-scenes experience that is sure to connect you to our mission

\$10,000+

Kid Zone Sponsor

Sponsor the Kid Zone, featuring fun games and experiences for kids. Exclusive benefits include name and logo recognition on signage throughout the Kid Zone with the opportunity to staff activity stations with volunteers.

\$7,500+

Blue Carpet Sponsor

Make it an unforgettable evening by sponsoring the VIP "blue carpet" photo opportunity with exclusive name and logo recognition on "blue carpet" signage and logo inclusion on stickers given to all event attendees upon arrival.

Lanyard Sponsor

Become a lanyard sponsor and receive exclusive name and logo recognition on lanyards worn by all event attendees.



\$5,000+

Big Screen Sponsor

Sponsor the big screen and receive a dedicated on-screen slide with exclusive name and logo recognition before the movie premiere.

Drawing Sponsor

Sponsor the basket drawing and receive exclusive name and logo recognition on drawing signage and tickets.

Hospitality Sponsor

Sponsor the food and beverage stations and receive exclusive name and logo recognition on signage at each station as well as logo inclusion on the cocktail napkins used throughout the event.

Hollywood Sponsor (multiple available)

Enjoy event support with 15 tickets to share with your colleagues or donate to patient kids and families. Receive event marketing exposure.

\$2,500+

Blockbuster Sponsor (multiple available)

Receive event tickets and event marketing exposure.

SPONSORSHIP BENEFITS



Your exclusive sponsorship benefits are detailed on the previous pages. Inclusion in event materials depends on date of commitment:

- **September 11:** Deadline to be included in the digital on-screen ad in select Marcus Theatres
- **October 9:** Deadline to be included on event signage

	Pre-event				
	\$15,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
Recognition in one Children's social media post	✓	✓			
Recognition on printed invite	Premier logo	Logo	Logo		
Recognition in digital save-the-date	Premier logo	Logo	Logo	Logo	
Recognition on flyer placed in local Marcus Theatres	Premier logo	Logo	Logo	Logo	
Recognition in pre-movie on-screen ad	Premier logo	Logo	Logo	Logo	Name
Recognition in two Children's Wisconsin promotional emails	Premier logo	Logo	Logo	Logo	Name
Recognition on Children's and Marcus Theatres event web pages	Premier logo	Logo	Logo	Logo	Name

	Event day				
	\$15,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
Sponsor-supplied 30-second ad/video to play on big screen before premiere	✓				
Opportunity to provide sponsor-supplied marketing materials as guest takeaway	✓	✓			
Recognition on general signage	Premier logo	Logo	Logo	Logo	Name
VIP movie tickets with reserved seating (to be used by you and your guests or donated for use by patient families)	25	15	12	8 (Hollywood Sponsor to receive 15)	5

	Post-event				
	\$15,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
Opportunity to tour a Children's location	✓				
Recognition in one Children's social media post	✓	✓	✓	✓	
Recognition in one Children's post-event thank you email	Premier logo	Logo	Logo	Logo	Name
First right of refusal to support 2027 event	✓	✓	✓	✓	✓



Kids deserve the best.

LET'S CONNECT.

Want to learn more about
how your brand can be a part
of Children's Wisconsin Hollywood Movie Night
presented by Marcus Theatres?
We'd love to chat!

Contact us today:

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