



# 2026 Signature Events



Kids deserve the best.

# About Children's Wisconsin

The Children's Wisconsin story started in 1894 in a rented house on Brady Street in Milwaukee, a dream brought to life by seven women volunteers and philanthropists who thought kids deserved a different kind of care and a pastor who found kids safe and loving homes. With incredible community support, Children's Wisconsin has grown into a top-ranked, independent pediatric health care system and one of the largest social services agencies in the state — and we are immensely proud to have more than 7.3 million annual connections with kids and families.



**There is no other institution dedicated to promoting kids' overall health like Children's Wisconsin.**

Here are some of the assets that make us unique:

-  **A mission** that unites us: our shared understanding that kids' health spans beyond just physical health to include their dental, social and mental health.
-  **Our independence** from other health care systems, allowing us to provide 100% kid-centered care and to be swift for kids when time is of the essence.
-  Our **hospitals** in Milwaukee and Neenah, **specialty clinics, urgent care** and dozens of **locations throughout the state** allow us to deliver unparalleled, nationally recognized care for kids who are sick or injured.
-  Our **primary care clinics**, focused on prevention, support one-third of all kids living in Southeast Wisconsin through every age and stage.
-  **The Children's Research Institute** represents the most powerful concentration of pediatric research in Wisconsin, with more than 150 researchers in nearly all of our 36 specialties.
-  **Community health and education programs** in communities and schools across the state empower kids and families to realize their full potential.
-  **Child well-being programs**, including foster care and adoption services and child abuse prevention programs across the state, keep kids safe and help them heal after abuse or neglect.
-  Our aim to **transform mental and behavioral health care** through an innovative model, focused on prevention and early intervention, that can be replicated nationwide and globally.
-  Our **committed benefactors, volunteers and advocates**, who help us create brighter futures for our kids, families and communities.

## Partner with us to make a difference in kids' health and well-being.

**The Children's Wisconsin fundraising events portfolio offers high-profile brand exposure, positive promotion, meaningful employee engagement activities and a range of sponsorship opportunities. We look forward to partnering with you to meet your marketing and philanthropic goals.**

### Children's Reach At a-Glance

-  120,000+ Email subscribers
-  162,000 Facebook followers
-  20,000 X followers
-  37,000 LinkedIn followers
-  23,000 Instagram followers

Every sponsorship dollar supports our mission, helping fuel the programs that make Children's Wisconsin a hospital and so much more — whether that's groundbreaking research, healing arts and music therapy, or mental and behavioral health services that help kids when and where they need it most.

#### Community-Focused

Maximize your exposure as an organization to thousands of potential customers, business partners and employees.

#### Strategic Networking

Whether you're looking to entertain clients or secure new partnerships, we invite you to consider supporting one of our Signature events.

Visit our **Foundation Corporate webpage** to view **Sponsorship Menus** by event.



# WKLH **MIRACLE** MARATHON

presented by Mars Family Foundation  
with Milwaukee's Hometown Morning Show

benefiting Children's Wisconsin

## WKLH Miracle Marathon

presented by Mars Family Foundation  
Milwaukee, Wis. | May 7-8, 2026

Children's Wisconsin goes live over the radio and digital stream for two full days in partnership with 96.5 WKLH. Parents, patients and care providers share their remarkable stories of hope and healing. As one of Children's largest fundraising events, this event provides many amazing sponsorship and volunteer opportunities. Sponsors of Miracle Marathon increase market exposure by partnering with Wisconsin's largest pediatric health system and one of the nation's top Children's Miracle Network radiothons.

**In 2025, listeners helped us raise over \$1,025,000!**



### Investment

Sponsorship levels range from \$5,000 to \$50,000, with all receiving on-air mentions.

### Audience

Reach listeners from Racine to Madison to Manitowoc with 264,000 weekly cumulative listeners on 96.5 WKLH.

## Children's Wisconsin Open

presented by Miron Construction  
Appleton, Wis. | June 8, 2026



Presented by



Join in this rare opportunity to golf with local Wisconsin athletes, coaches, alumni and on-air personalities.

This Appleton event directly benefits our patients and families in Northeast Wisconsin, raising more than \$4.3 million since 1988.

Last year, the Children's Wisconsin Open featured 170 golfers and 38 legends and welcomed 19 corporate and individual sponsors.



### Investment

Sponsorship levels range from \$1,500 to \$30,000, including hospitality sponsorship opportunities.

### Audience

180+ attendees made up of Fox Valley-area professionals, businesses and supporters.

## Tee-Up Fore Kids

Milwaukee, Wis. | August 3, 2026



Benefiting Children's Wisconsin

Tee-Up Fore Kids brings golfers to the renowned Milwaukee Country Club to raise critical funds for Children's Wisconsin. This event offers attendees exceptional networking and a chance to golf at one of Wisconsin's most exclusive courses while learning how philanthropy impacts the care we provide.

In its 15-year history, Tee-Up Fore Kids has raised over \$3.4 million to support Wisconsin's kids and families.



### Investment

Sponsorship levels range from \$2,500 to \$40,000, with golf twosomes and foursomes also available to purchase separately.

### Audience

120+ attendees, with the opportunity to interact with Wisconsin's corporate leaders and high-profile guests.

# Rally Round

Children's Wisconsin



Sponsors of Rally Round demonstrate leadership among our community and gain valuable brand exposure by partnering with one of the nation's top pediatric health care systems.



## Rally Round

Milwaukee, Wis. | September 19, 2026

**Rally Round is everything kids are — inspiring, silly, curious, adventurous and fun!**

Hosted at the Milwaukee Mile at Wisconsin State Fair Park, Rally Round offers a variety of exciting activities that give our entire community an opportunity to rally teams, fundraise for Children's Wisconsin and celebrate the kids and families in our lives. Attendees enjoy a beautiful day filled with family-friendly entertainment, games, delicious food and the opportunity to run, walk or roll on the track in honor of loved ones and care providers.



### Investment

Sponsorship levels range from \$10,000 to \$100,000, with all levels including discounted employee registration and opportunities for corporate volunteerism.

### Audience

For 2026, we're working to gather 10,000+ participants from across the state, including 200+ teams of grateful families, providers and supporters.

## Gather for Good

De Pere, Wis. | October 2026

Gather for Good is a beautiful, themed evening with an inspiring dinner program featuring patient family stories.



Over the past 30 years, the event has raised more than \$2.1 million for Children's. As a sponsor, you support the Northeast region — creating regional access to nationally ranked pediatric services, bringing care closer to home and reducing the travel burden for families.



### Investment

Sponsorship levels range from \$1,250 to \$20,000, with opportunities for in-kind donations to our auction.

### Audience

230+ business professionals, donors, volunteers and patient families from Northeast Wisconsin.

## The Sugar Plum Luncheon

Milwaukee, Wis. | November 2026

This signature holiday-themed event and auction has been a tradition in the Milwaukee community



for 36 years, raising more than \$3.1 million for Children's Wisconsin. 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.



### Investment

Sponsorship levels range from \$3,250 to \$15,000, with opportunities for in-kind donations to our auction.

### Audience

300+ business professionals and influential donors, and friends from across Southeastern Wisconsin.



### Investment

Sponsorship levels range from \$2,500 to \$20,000.

### Audience

500+ people from Greater Milwaukee promoted on the big screen at local Marcus Theatres.

## Hollywood Movie Night

presented by Marcus Theatres

Brookfield, Wis.

*Movie and date coming fall 2026!*

Marcus Theatres will premiere one of the most highly anticipated family-friendly movies of the holiday season before its official release, with themed activities for all ages and delicious food and drinks. As a sponsor, you will reach thousands of people in greater Milwaukee through Children's Wisconsin and Marcus Theatres channels.



**LET'S CONNECT.**

Want to learn more about how your organization can partner with us?  
We'd love to chat!

**Contact us today:**

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