

A close-up photograph of a smiling baby with dark skin and hair, wearing a blue shirt. The baby is looking towards the camera and has its hand near its mouth. In the foreground, the back of an adult's head and shoulder are visible, looking down at the baby.

TREASURE COAST SOUTH MARCH FOR BABIES SPONSORSHIP PROPOSAL

WHEN

Saturday, April 18, 2020

WHERE

Indian Riverside Park
1707 NE Indian River Drive
Jensen Beach, FL



MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

We believe that every baby deserves the best possible start. Unfortunately, not all babies get one.

We are changing that. From advocacy to education to research, we're working to level the playing field so that all moms and babies are healthy. Because when a society supports every family, the future is brighter for us all. And when communities work together, even the toughest problems can be solved.

OUR ORGANIZATION DOES THIS BY:

- Supporting research toward solutions that ensure every baby is born healthy.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms before, during and after pregnancy.
- Educating medical professionals on known solutions to improve the care that moms and babies receive.
- Uniting local communities across the nation through events and collaboratives.
- Partnering with organizations and companies committed to helping moms and their families.

EACH YEAR IN THE UNITED STATES:

- Nearly 4 million babies are born.
- Nearly half a million babies are born prematurely or with birth defects.
- More than 23,000 babies die before reaching their first birthday.
- In addition to the human toll, the societal cost of premature birth is more than \$26 billion per year.

IN THE LAST YEAR:

- We funded research grants totaling nearly \$16.7 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 80,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.

Sources and Notes

Births and preterm births—National Center for Health Statistics (NCHS), final natality 2014. Birth defects—CDC estimate of the number of babies born with a birth defect. Infant mortality—NCHS, infant mortality, 2013. Societal cost—Institute of Medicine report, 2007.

ABOUT MARCH FOR BABIES

At March for Babies, families and teams come together to make a statement about the world they want to live in—one in which healthy moms and strong babies are a priority for us all.

March for Babies corporate partners play a big role throughout March for Babies season. From the time we kick off March for Babies recruitment in January through the event day and beyond, our sponsors are highlighted in our communications to our participants, and can take advantage of unique employee and customer engagement opportunities.



We invite you to discuss the options available for sponsorship to help you reach an active and engaged audience. By working with your March of Dimes representative, you can create a program that meets your goals, objectives and target audience in your area, and even across the country. Together we can make a difference for moms and babies.



SPONSORSHIP OPPORTUNITIES

As a sponsor of the Treasure Coast South March for Babies, your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR- \$10,000

Presenting Sponsors enjoy the highest level of exposure for their support of the March of Dimes mission. Benefits include premier exposure on promotional materials, industry exclusivity and personalized March of Dimes staff support for promotional and employee engagement activities. Additional benefits include:

Promotional Opportunities:

- Significant exposure to March for Babies participants including on stage and at the event Start Line
- Rights to use March for Babies marks and logos
- Customized tools and resources to support the promotion of the partnership – including advertisements, memes/social media images, press materials, web banners and other digital assets
- Premier logo placement on event signage and promotional materials including brochures, posters, signs and videos
- 3 Unique social media mentions/promotions
- Inclusion in public relations, including quote in event press release, and email campaign (as available)
- Volunteer leadership opportunities
- Company feature on event website
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event T-shirt

Event Day Activation:

- Opportunities to host a table (10x10 Tent) at the March for Babies
- Sponsorship of one of the Event Experience areas;

HOPE Area
“Why I Walk” Banner/BIBS
General Celebrate Route Signs
Mission Tent

REMEMBER Area
Memory Garden
Memory Mile Route Signs
Lei Distribution & Ceremony

CELEBRATE Area
FunZone
Celebrate Route Signs
Superhero Sprint

Each Area includes:

- An opportunity to create interactive customer/audience experience at March for Babies within the area you are sponsoring
- An opportunity for employee engagement at March for Babies within the area you are sponsoring
- Stage presence/speaking role
- Prominent tent/area on site

PLATINUM SPONSOR \$7,500

Promotional Opportunities:

- Significant exposure to March for Babies participants including on stage and at the event Start Line
- Rights to use March for Babies marks and logos
- Customized tools and resources to support the promotion of the partnership – including advertisements, memes/social media images, press materials, web banners and other digital assets
- Logo placement on event signage and promotional materials including brochures, posters, signs and video
- 2 Unique social media mentions/promotions
- Inclusion in public relations and email campaign
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event website, with hyperlink to partner website
- Logo on event T-shirt

Event Day Activation:

- Opportunity to host a table (10x10 Tent) at the March for Babies
- Opportunity to sponsor one element within the Hope, Remember and Celebrate areas:

"Why I Walk" Banner	"I'm Walking for" BIBS	Mission Tent	Memory Garden	Superhero Sprint
General Celebrate Route Signs	Memory Mile Route Signs	Celebrate Route Signs	FunZone	Lei Distribution & Ceremony

- Opportunity to create interactive customer/audience experience at March for Babies within the area you are sponsoring
- Includes an opportunity for employee engagement at March for Babies within the area you are sponsoring
- Stage presence/speaking role
- Prominent tent/area on site



GOLD SPONSOR \$5,000

Promotional Opportunities:

- Exposure to March for Babies participants, including on stage and at the event Start Line
- Rights to use March for Babies marks and logos
- Access to digital assets (social media memes, images, digital advertisements)
- Logo placement on event signage and promotional materials including brochures, posters, signs and videos
- 1 Unique social media mention/promotion
- Inclusion in public relations and email campaign
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event website, with hyperlink to partner website
- Logo on event T-shirt

Event Day Activation:

- Opportunities to host a table (10x10 Tent) at the March for Babies
- Opportunities to create an interactive customer/audience experience at March for Babies within one of the following general event areas:

Selfie Station	Registration	VIP/Champion for Babies	Water Station	Stage
Start Line	Finish Line	Charging Station	Mother’s Corner	Mile Marker

- Stage recognition

SILVER SPONSOR \$2,500

Promotional Opportunities:

- Exposure to March for Babies participants
- Rights to use March for Babies marks and logos
- Access to digital assets (social media memes, images, digital advertisements)
- Company name on event signage and promotional materials
- Inclusion in social media, public relations and email campaign
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Company name on event website, with hyperlink to partner website
- Company name on event T-shirt

Event Day Activation:

- Opportunities to host a table (10x10 Tent) at the March for Babies
- Stage recognition
- Inclusion in social media, public relations and email campaign
- Company name included on event signage
- Opportunities to create an interactive customer/audience experience at March for Babies by hosting a water station

BRONZE SPONSOR \$1,000

Promotional Opportunities:

- Exposure to March for Babies participants
- Rights to use March for Babies marks and logos
- Access to digital assets (social media memes, images, digital advertisements)
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Company name on event website, with hyperlink to partner website
- Company name on event t-shirt

Event Day Activation:

- Stage recognition
- Company name included on event signage



2020 SPONSORSHIP COMMITMENT FORM

Treasure Coast South March for Babies –St. Lucie and Martin Counties

Company name/donor: _____

Primary contact: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone: _____ Fax: _____ Email: _____

Alternate contact person: _____ Email: _____

YES, we will support the March of Dimes, as a sponsor in the amount of \$ _____

Signature of primary contact: _____

Date: _____

(My signature indicates authorization to make this commitment on behalf of my company.)

☐ YES, you may list my/our name in press releases, annual reports, and/or internal publications as a March for Babies contributor. Please publish my/our name as: _____

☐ NO, I/we prefer the support remains anonymous. Please do not publish the name.

Payment options (*payment is due by March 15, 2020*):

- ☐ Check enclosed (payable to March of Dimes)
- ☐ Please send invoice to the address above
- ☐ Credit card

Credit card number: _____ Exp. date: _____

Circle one: Visa MasterCard American Express Discover

Name as it appears on card: _____

Signature: _____

Please scan/email a copy to Melanie Johnson:
mjohnson@marchofdimes.org ■ Phone (561) 290-0905
Checks can be mailed directly to:
March of Dimes, Palm Beach-East Central Coast Market
7750 Okeechobee Blvd., Suite 4-60
West Palm Beach, FL 33411