



**MARCH
FOR
BABIES**

A photograph of a smiling man with glasses carrying a young child on his shoulders. The child is wearing a red shirt and a purple cape, and has their arms raised. They are in a grassy park with trees in the background.

MARCH FOR BABIES

SPONSORSHIP PROPOSAL

WHEN

May 5, 2019

WHERE

Regency Furniture Stadium

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.



ABOUT MARCH FOR BABIES

At March for Babies families and teams to 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 is a unique experience with:

<p>A robust advertising, social media, out-of-home and online advertising program generates more than</p> <p>2 billion</p> <p>media impressions</p>	<p>400</p> <p>March for Babies events take place in communities big and small across the U.S.</p>	<p>3</p> <p>million</p> <p>Donors, volunteers and participants are involved in March for Babies each year</p>	<p>Fundraising innovations include a</p> <p>UNIQUE FACEBOOK PARTNERSHIP</p> <p>new ways to raise money online, and virtual March for Babies opportunities</p>
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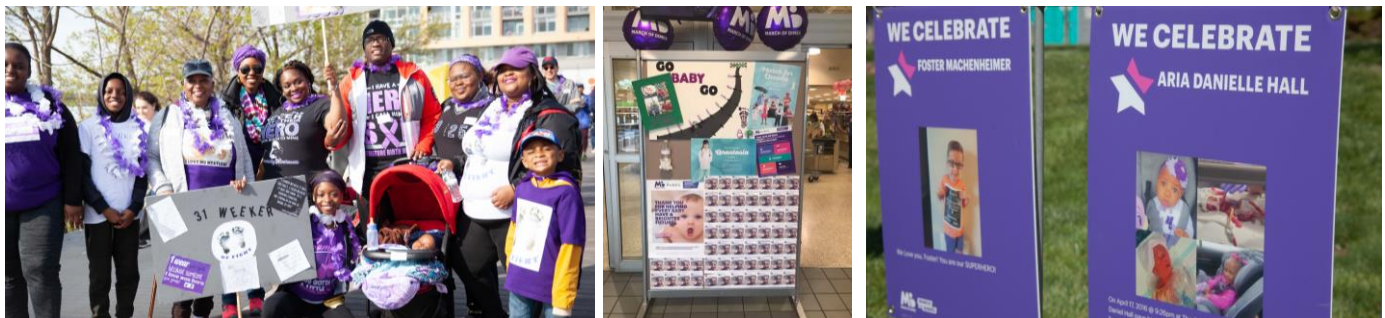
MARCH FOR BABIES PARTNER BENEFITS

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 partners are highlighted in our communications to our participants, and can take advantage of unique employee and customer engagement opportunities.

In addition to the benefits outlined below, March for Babies partners enjoy:

- **Employee engagement opportunities**, including team-building and volunteer activities
- Unique **social and advertising tools** to promote your support of healthy moms and babies
- Toolkits and **personalized March of Dimes staff support** to engage your employees and maximize community awareness of partnership
- **Community leadership** through boards, Chair positions and other visible leadership opportunities
- Eye-catching displays, posters and cut-out/pin-up **customer engagement tools**
- **Tools for a healthier workforce** with March of Dimes healthy pregnancy resources for your employees

We invite you to discuss the variety of options available for March for Babies 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 reach key audiences in your community.



SPONSORSHIP OPPORTUNITIES

Based on your feedback and interest we are proposing the following partnership opportunities to highlight your support of the health of moms and babies, and to reach our unique March for Babies participants. As a sponsor of March for Babies your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR \$10,000 - (ONLY 1 AVAILABLE)

Presenting Sponsors enjoy the highest level of exposure for their support of the March of Dimes mission. Benefits include premier exposure on promotional materials, 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
- Logo on 2019 event T-shirt
- 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 all event signage and promotional materials including brochures, posters, signs and videos
- Unique social media promotions
- Inclusion in public relations, including quote in event press release and email campaign (as available)
- Company feature on event website
- Volunteer leadership opportunities
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Rights to use March for Babies marks and logos

Event Day Activation:

- Sponsorship of one of the Event Experience areas;

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

REMEMBER
Memory Garden
Memory Mile Route Sign
Lei Distribution & Ceremony

CELEBRATE
Kids Zone
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 on site
- VIP access for corporate representatives on site

PLATINUM SPONSOR \$7,500

Promotional Opportunities:

- Significant exposure to March for Babies participants including on stage and at the event Start Line
- 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 local event signage and promotional materials including brochures, posters, signs and videos
- 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
- Logo on event website with hyperlink to partner website
- Rights to use March for Babies marks and logos

Event Day Activation:

- 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 on site
- VIP access for corporate representatives on site
- Inclusion in social media, public relations and email campaign

GOLD SPONSOR \$5,000

Promotional Opportunities:

- Exposure to March for Babies participants, including on stage and at the event Start Line
- Logo on local event T-shirt (1 event site)
- Access to digital assets (social media memes, images, digital advertisements)
- Logo placement on local event signage and promotional materials including brochures, posters, signs and videos
- 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
- Logo on event website with hyperlink to partner website
- Rights to use March for Babies marks and logos

Event Day Activation:

- 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	Sun Safe – Sunscreen, Sunglasses, Mistifiers, etc.
Food & Refreshments	Finish Line Stickers / Medallions	Charging Station	Stage

- Prominent tent on site
- Stage recognition
- Inclusion in social media, public relations and email campaign

SILVER SPONSOR \$2,500

Promotional Opportunities:

- Exposure to March for Babies participants
- Access to digital assets (social media memes, images, digital advertisements)
- Logo or 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
- Logo on event website with hyperlink to partner website
- Rights to use March for Babies marks and logos

Event Day Activation:

- Prominent 10x10 tent on site
- Stage recognition
- Inclusion in social media, public relations and email campaign

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 listed on event website with hyperlink to partner website

Event Day Activation:

- Opportunities to host a table along the March for Babies route
- Stage recognition
- Company name included on event signage

2019 Sponsorship Commitment Form

Southern Maryland March for Babies

Select Sponsorship Level:

Company name/donor

Primary contact

Address

- ☐ Presenting: \$10,000
☐ Platinum: \$7,500
☐ Gold: \$5,000
☐ Silver: \$2,500
☐ Bronze: \$1,000

City

State

ZIP Code

Phone

Fax

Email

Alternate contact person

Fax

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 no later than 30 days prior to event):

- ☐ Check enclosed (payable to March of Dimes)
☐ Credit card

Credit card number

Expiration date

Circle one:

Visa

Mastercard

American Express

Discover

Name as it appears on card

Signature

Date

Please mail original form to:

2110 Washington Blvd #325

Arlington VA 22204

Phone (571)257-2310 • Email Jennifer Abell at jabell@marchofdimes.org