

**2015 march for babies
presenting sponsor
\$25,000**



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

General Benefits

- Rights to Use the MFB Logo/Name
- Industry Exclusivity
- Partner Impact Report 60 Days Post Event

Custom Opportunities

- Healthy Babies, Healthy Business
- Volunteer Leadership Opportunity - Event/Chapter
- Day-of Activation Opportunities

Marketing/Media Benefits

- Logo inclusion in PSA's*
- Logo inclusion on print ads*
- Logo inclusion in radio PSA's*
- Sponsor Specific Press Release
- Mention in March for Babies News Release
- Logo in 10 eNewsletters
- Feature Story on Company in eNewsletter
- Message from CEO in eNewsletter
- Recognition in Social Media
 - * Facebook —4 posts
 - * Twitter —4 posts
- Logo on Chapter Event Webpage
- Link on Chapter Event Webpage
- Corporate Representative to Serve as MOD Spokesperson in Media Interviews, if Applicable

**Subject to change pending media agreement*



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Event (Collateral) Material Benefits

- Logo on T-Shirt
- Logo on Event Signage and Banner(s)
- Logo on Posters & Fact Sheets
- Logo on Sponsor Form
- Logo on Route Signs/Cards
- Logo on Other Printed Materials—i.e. walker envelopes
- Logo on Pre-and Post-Event Invitations

Chapter/Event Site Benefits

- Opportunity to Host MFB Kick-off at Company Office or Location of Choice
- Opportunity for Corporate Leader to Address Attendees
- Recognition from Stage
- Logo on Kick-off Invitation & Program
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)

Leadership Event Benefits (subject to deadline)

- Opportunity to Host Leadership Event at Company Office or Location of Choice
- Opportunity for Corporate Leader to Address Attendees
- Recognition from Stage
- Logo on Kick-off Invitation & Program
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)



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Event Day Benefits

- VIP Tent Invitation/Access for 50 Corporate Representatives
- Reserved/VIP Parking for 4 Corporate Representatives
- Ability for Company to Lead Walk
- Corporate Representative to Speak During Opening Ceremonies
- Photo w/ Ambassador Family
- Product Sampling On-site
- Logo Displayed During Event Program
- On-Site Display/Tent for Company (20X20)
- PA Announcement at Event
- Own Banner Displayed—up to 2
- Opportunity for Company "Ask the Expert" Booth

Post-Event Benefits

- Recognition in Post-Event News Release
- Recognition in Post-Event eNewsletter
- Opportunity to Host Thank You Party at Company or Location of Choice
- Opportunity for Corporate Leaders to Address Thank You Party Attendees
- Recognition from Stage
- Logo on Thank You Party Invitation & Program
- Logo Featured in Thank You Party Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Banner Provided by Company



2015 march for babies
platinum sponsor
\$10,000



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

General Benefits

- Rights to Use the MFB Logo/Name
- Partner Impact Report 60 Days Post Event

Custom Opportunities

- Healthy Babies, Healthy Business
- Volunteer Leadership Opportunity - Event/Chapter
- Day-of Activation Opportunities

Marketing/Media Benefits

- Logo inclusion in PSA's
- Logo inclusion on Radio PSA's
- Mention in March for Babies news release
- Logo on 8 eNewsletters
- Recognition in Social Media
 - * Facebook—3 posts
 - * Twitter—3 posts
- Logo on Chapter Event Webpage
- Link on Chapter Event Webpage



**2015 march for babies
platinum sponsor
\$10,000**



Event (Collateral) Material Benefits

- Logo on T-Shirt
- Logo on Event Signage and Banner(s)
- Logo on Posters & Fact Sheets
- Logo on Sponsor Form
- Logo on Route Signs/Cards
- Logo on Other Printed Materials—i.e. walker envelopes
- Logo on Pre-and Post-Event Invitations

Chapter/Event Site Benefits

- Opportunity for Corporate Leader to Address Attendees
- Recognition from Stage
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)

Leadership Event Benefits (subject to deadline)

- Opportunity for Corporate Leader to Address Attendees
- Recognition from Stage
- Logo on Kick-off Invitation & Program
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)



2015 march for babies
platinum sponsor
\$10,000



Event Day Benefits

- Corporate Representative to Speak During Opening Ceremonies
- Photo w/ Ambassador Family
- Product Sampling On-site
- Logo Displayed During Event Program
- On-Site Display/Tent for Company (10X10)
- PA Announcement at Event
- Own Banner Displayed—up to 1
- Opportunity for Company "Ask the Expert" Booth

Post-Event Benefits

- Recognition in Post-Event News Release
- Recognition in Post-Event eNewsletter
- Recognition from Stage
- Logo on Thank You Party Invitation & Program
- Logo Featured in Thank You Party Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Banner Provided by Company



**2015 march for babies
gold sponsor
\$5,000**



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

General Benefits

- Rights to Use the MFB Logo/Name
- Partner Impact Report 60 Days Post Event

Custom Opportunities

- Healthy Babies, Healthy Business
- Volunteer Leadership Opportunity - Event/Chapter
- Day-of Activation Opportunities

Marketing/Media Benefits

- Mention in March for Babies News Release
- Logo in 6 eNewsletters
- Recognition in Social Media
 - * Facebook—2 posts
 - * Twitter—2 posts
- Logo on Chapter Event Webpage
- Link on Chapter Event Webpage

Event (Collateral) Material Benefits

- Logo on T-Shirt
- Logo on Event Signage and Banner(s)
- Logo on Posters & Fact Sheets
- Logo on Sponsor Form
- Logo on Route Signs/Cards
- Logo on Other Printed Materials—i.e. walker envelopes
- Logo on Pre-and Post-Event Invitations



2015 march for babies gold sponsor \$5,000

Chapter/Event Site Benefits

- Recognition from Stage
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees

Leadership Event Benefits (subject to deadlines)

- Recognition from Stage
- Logo on Kick-off Invitation & Program
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)

Event Day Benefits

- Recognition During Opening Ceremonies
- Photo w/ Ambassador Family
- Product Sampling On-site
- Logo Displayed During Event Program
- On-Site Display/Tent for Company (10X10)
- PA Announcement at Event
- Own Banner Displayed—up to 1

Post-Event Benefits

- Recognition in Post-Event News Release
- Recognition in Post-Event eNewsletter
- Recognition from Stage
- Logo on Thank You Party Invitation & Program
- Logo Featured in Thank You Party Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Banner Provided by Company



2015 march for babies
silver sponsor
\$3,000



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

General Benefits

- Rights to Use the MFB Logo/Name
- Partner Impact Report 60 Days Post Event

Custom Opportunities

- Healthy Babies, Healthy Business
- Volunteer Leadership Opportunity - Event/Chapter
- Day-of Activation Opportunities

Marketing/Media Benefits

- Mention in March for Babies News Release
- Logo in 4 eNewsletters
- Logo on Chapter Event Webpage

Event (Collateral) Material Benefits

- Logo on T-Shirt
- Logo on Other Printed Materials—i.e. walker envelopes

Chapter/Event Site Benefits

- Recognition from Stage
- Opportunity to Provide Gift/Promo Item to Attendees



**2015 march for babies
silver sponsor
\$3,000**



Leadership Event Benefits (subject to deadline)

- Recognition from Stage
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)

Event Day Benefits

- Recognition During Opening Ceremonies
- Photo w/ Ambassador Family
- Product Sampling On-site
- On-Site Display/Tent for Company (10X10)
- PA Announcement at Event
- Own Banner Displayed—up to 1

Post-Event Benefits

- Recognition in Post-Event News Release
- Recognition in Post-Event eNewsletter
- Recognition from Stage
- Opportunity to Provide Gift/Promo Item to Attendees



**2015 march for babies
bronze sponsor
\$1,000**



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

General Benefits

- Rights to Use the MFB Logo/Name
- Partner Impact Report 60 Days Post Event

Custom Opportunities

- Healthy Babies, Healthy Business
- Volunteer Leadership Opportunities - Event/Chapter
- Day-of Activation Opportunities

Marketing/Media Benefits

- Mention in March for Babies News Release
- Logo in 2 eNewsletters

Event (Collateral) Material Benefits

- Logo on Other Printed Materials

Event Day Benefits

- On-Site Display/Tent for Company (10X10)

