

**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

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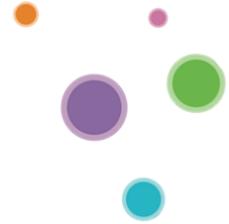
### Marketing/Media Benefits

- 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**

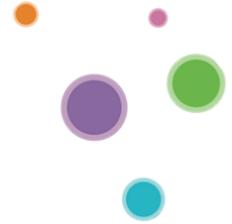
- Opportunity to Host MFB Kick-off at Company Office or Location of Choice
- Opportunity for Corporate Leader to Address Attendees
- Recognition from Stage
- Logo on Kick-off Invitation & Program
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity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

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#### **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**

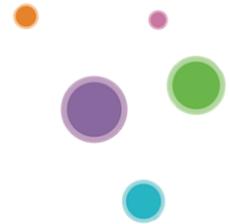
- Opportunity for Corporate Leader to Address Attendees
- Recognition from Stage
- Logo Featured in Kick-off Presentation
- Opportunity to Provide Gift/Promo Item to Attendees
- Opportunity to Display Company Banner (size restriction)

**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**

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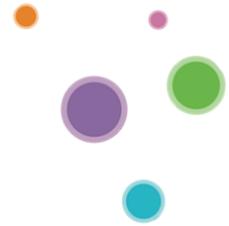
- Mention in March for Babies News Release
- Logo in 6 eNewsletters
- Recognition in Social Media
  - \* Facebook—2 posts
  - \* Twitter—2 posts
- Logo on Chapter Event Webpage
- Link on Chapter Event Webpage

#### **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

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#### **Marketing/Media Benefits**

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

#### **Event (Collateral) Material Benefits**

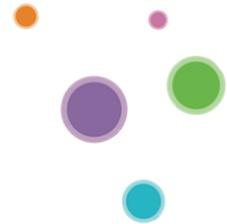
- Logo on T-Shirt
- Logo on Other Printed Materials—i.e. walker envelopes

#### **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)

