

march  of dimes®
march for babies®



2015 March for Babies Partnership Opportunities

Quad Cities March for Babies
April 25th , 2015
Rock Island Arsenal, Park-Bandshell
Registration Opens: 8:00am
Step Off Ceremony: 9:00am

Can you imagine a day when all babies are born healthy? We can.



The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality and we are focused on advancing research on maternal and health issues, helping moms have healthy pregnancies and supporting families.

March of Dimes has played a major role in improving the health of each baby born today. We stand for a solution to bring babies home healthy. But sometimes that is not the outcome. In the U.S., 1 in 8 babies is born too early or too small each year.

march for babies

Each year, family, corporate, and school teams enjoy walking with a shared purpose to support March of Dimes as they help moms have full-term pregnancies and research the problems that threaten the health of babies.

In the Quad Cities, March for Babies was a huge success in 2014! **More than 1000 walkers raised over \$135,000.** Across IOWA, over **10,000 people walked at 9 March for Babies events and raised more than \$1. million.**



Sponsors enjoy visibility in media campaigns including television, radio, print and outdoor. Local partners are invited to sponsor, create teams, and run local fundraising efforts. Explore just a few of the many reasons that a March of Dimes corporate partnership benefits our community.

our reputation:

- #2 recognized major health charity by women
- # 2 recognized major health charity by moms
- 96% of population knows March of Dimes
- 98% of moms know March of Dimes
- 91% overall positive impression

SOURCE: Gallup, 2011

participant profile:

- 88% are female
- 73% are ages 18-45
- 67% are Married
- 75% work full time
- 72% have children
- 68% have HHI over \$55K
- 36% have children under age 5

SOURCE: Online walker survey, 2010

March of Dimes offers signature events, programs and services that provide vehicles for engagement for companies and individuals. We invite you to discuss the included March for Babies sponsorship opportunities grid with your March of Dimes representative to create a partnership that meets your needs.

Join March for Babies, the nation's oldest and best-loved walk.

2015 Quad Cities March for Babies Sponsorship Opportunities

	Presenting \$ 10,000	Platinum \$5000	Diamond \$3000	Gold \$1500	Silver^P \$500
Logo inclusion in TV/cable spots	*				
Logo inclusion on event brochure –Walker form	*				
Ability to have company lead or start off the walk	*				
One feature story on your company in Team Captain newsletter	*				
Logo on volunteer t-shirt, worn by March of Dimes volunteers at multiple events through out the year	*				
Speaking opportunity by company spokesperson at the March for Babies Kickoff	*				
Opportunity to include a one page promotional piece in a team captain newsletter	*				
Logo inclusion on billboards (if available)	*				
KID ZONE Industry EXCLUSIVITY Sponsor		*****			
Logo on finish line bag	*	*			
Logo inclusion in print media	*	*	*		
Name mention on radio spots	*	*	*		
Logo on Registration /Welcome / Team Signs	*	*	*		
Opportunity to brand & staff a checkpoint	*	*	*	*	
Logo inclusion on event fact sheet	*	*	*	*	
Logo on event poster	*	*	*	*	
Logo on event t-shirt	*	*	*	*	
Logo inclusion on route mission signs	5	3	2	1	
Logo on one of Kid Zone Activities/Games Signs	*	*	*	*	
Opportunity to include a promotional piece in finish line bags	*	*	*	*	
Inclusion in March of Dimes press release(s)	*	*	*	*	
Logo inclusion on all electronic communications sent throughout the campaign	*	*	*	*	*
Banner placement at the event, provided by sponsor	2	1	1	1	1
Logo/Link placement on event webpage	*	*	*	*	*
Logo inclusion on Team Captain newsletter (s)	5	4	3	2	1
Use of March of Dimes/March for Babies logo (with approval)	*	*	*	*	*
Company recognition in podium announcement at March for Babies	*	*	*	*	*
Logo recognition on route cards	*	*	*	*	*

Please ask us about Healthy Babies, Healthy Business, our workplace wellness program that helps reduce health care costs at no cost to employers!

Sponsorship Commitment Form 2015 Quad Cities March for Babies



company name/donor

primary contact

address

city state zip code

phone fax email

alternate contact person phone 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 by March 25th, 2015)

check enclosed (payable to March of Dimes) _____ Invoice Me
 credit card

credit card number _____ expiration date _____
circle one: visa mastercard american express discover

name as it appears on card _____ V-Code (on back) _____

signature _____

Please mail original form to:
March of Dimes ▪ 2117 State Street Ste# 10 ▪ Bettendorf, IA ▪ 52722
phone (563)323-6378 ▪ dbradford@marchofdimes.com

authorized march of dimes signature _____ date _____