



**MARCH
FOR BABIES**

A photograph of a family of four (father, mother, and two young boys) standing outdoors in a grassy field. They are all wearing matching purple t-shirts. The father is holding one boy, and the mother is holding the other. They are all smiling and looking towards the camera. The background is a blurred green field.

WILKES MARCH FOR BABIES

SPONSORSHIP AGREEMENT

WHEN

Saturday, May 11, 2019

WHERE

Yadkin River Greenway Trail
at West Park

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:

A robust advertising, social media, out-of-home and online advertising program generates more than

**2 billion
media
impressions**

400

March for Babies events take place in communities big and small across the U.S.

3

million

Donors, volunteers and participants are involved in March for Babies each year

Fundraising innovations include a

**UNIQUE
FACEBOOK
PARTNERSHIP,** new ways to raise money online, and virtual March for Babies opportunities

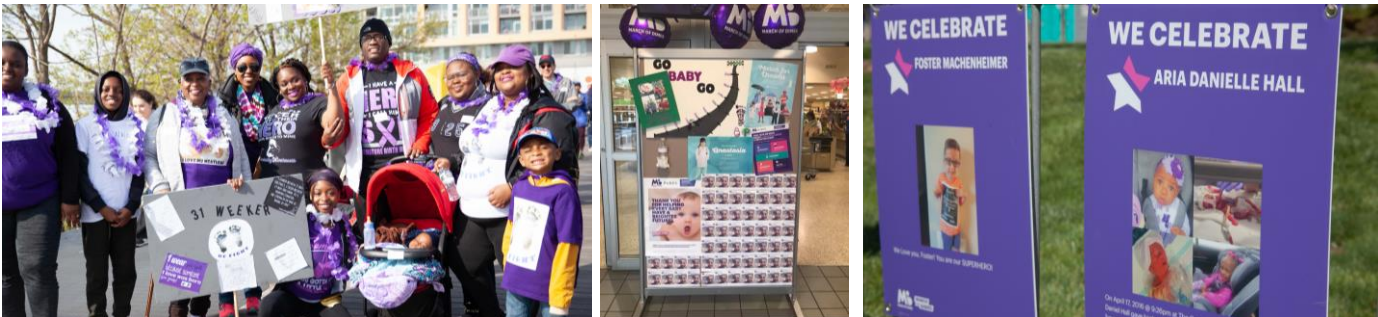
MARCH FOR BABIES SPONSORSHIP OVERVIEW

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**
- **Build a healthier workforce** with March of Dimes healthy pregnancy tools and 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.



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

SIGNATURE SPONSOR - \$5,000

Promotional

- Industry Exclusivity and first right of refusal
- Volunteer Leadership Opportunities
- Opportunity to host MFB Kickoff, Volunteer Leadership Event, Bank Day or Thank you party with option to provide Gift/Promo item to attendees (availability based on event site)
- MOD to host "Lunch and Learn" educational seminar for employees
- Tools and resources to support promotion of partnership. March of Dimes staff guidance on the use of co-branded promotional assets, including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Partner featured in marchforbabies.org introduction text on local event page
- Partner logo featured on event page on Marchforbabies.org
- Quote included in market-level March for Babies event press release
- Partner included in media talking points
- Partner included in market-level press release "about March for Babies" sponsor block
- Print Advertisements/PSAs if possible
- Prominent logo placement in locally-produced March for Babies emails
- Unique mission-focused MOD post(s) featuring partner
- Three dedicated social media posts highlighting partnership, include tag, photo, handle and/or video
- General "Thank You to Our Sponsors" post
- Logo on T-Shirt
- Logo on select Event Signage and Banner(s)
- Logo on printed materials (posters, marketing brochures, route cards, etc)
- Logo on Thank You Banner (displayed at pre, day-of and post events)

Event Day Activation

- Stage and Start/Finish Line banner recognition
- Corporate Representative to Speak During Opening Ceremonies
- Stage Recognition at Event
- Corporate Banner(s) Displayed
- Opportunity to exclusively co-brand activities and signage with one event element not associated with Hope, Remember and Celebrate Ex: registration, photo area etc.
- Recognition in sponsor block in Post-Event News Release
- Customized Partner Impact Report delivered post event
- Corporate Representative to Speak during program
- Logo on banner/signage
- Opportunity to co-brand activities, signage, volunteer opportunities and event elements on route and festival site around 1 major event theme - Hope, Remember and Celebrate. Benefits include:
 - Superhero Sprint Sponsor – cape distribution and employee visibility at start/finish line
 - Logo on Why I Walk signs
 - Logo on Memory Mile signage
 - Employee-engagement opportunity in the Memory Garden
 - Logo on Kids Zone/Fun zone signage
 - Employee engagement as part of Lei distribution/on-stage mission activity
 - Water stop/checkpoint sponsorship. Includes opportunity to distribute branded items, display of partner banners/signage

PLATINUM SPONSOR - \$2,500

Promotional

- Volunteer Leadership Opportunities
- Opportunity to host MFB Kickoff, Volunteer Leadership Event, Bank Day or Thank you party with option to provide Gift/Promo item to attendees
- Tools and resources to support promotion of partnership. March of Dimes staff guidance on the use of co-branded promotional assets, including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Partner logo featured on event page on Marchforbabies.org
- Partner included in media talking points
- Print Advertisements/PSAs if possible
- Logo placement in locally-produced March for Babies emails
- Two dedicated social media posts highlighting partnership, include tag, photo, handle and/or video
- General "Thank You to Our Sponsors" post
- Logo on T-Shirt
- Logo on select Event Signage and Banner(s)
- Logo on printed materials (posters, marketing brochures, route cards, etc)
- Logo on Thank You Banner (displayed at pre, day-of and post events)

Event Day Activation

- Stage and Start/Finish Line banner recognition
- Item in Champion for Babies bag
- Stage Recognition at Event
- Corporate Banner(s) Displayed
- Opportunity to exclusively co-brand activities and signage with one event element not associated with Hope, Remember and Celebrate Ex: registration, photo area etc.
- Recognition in sponsor block in Post-Event News Release
- Customized Partner Impact Report delivered post event
- Corporate Representative to Speak during program
- Logo on banner/signage
- Opportunity to exclusively co-brand activities, volunteer opportunities and signage with one event element that is within Hope, Remember or Celebrate Ex: Superhero Sprint, Memory Garden etc.

GOLD SPONSOR - \$1,000

Promotional

- Volunteer Leadership Opportunities
- Tools and resources to support promotion of partnership provided including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Partner logo on event page on Marchforbabies.org
- Print Advertisements/PSAs if possible
- Logo placement in locally-produced March for Babies emails
- One dedicated social media posts highlighting partnership, include tag, photo, handle and/or video
- General "Thank You to Our Sponsors" post
- Logo on T-Shirt
- Logo on select Event Signage and Banner(s)
- Logo on printed materials (posters, marketing brochures, route cards, etc)
- Logo on Thank You Banner (displayed at pre, day-of and post events)

Event Day Activation

- Stage Recognition at Event
- Corporate Banner(s) Displayed
- Opportunity to exclusively co-brand activities and signage with one event element not associated with Hope, Remember and Celebrate Ex: registration, photo area etc.
- Customized Partner Impact Report delivered post event
- Corporate Representative to Speak during program
- Logo on banner/signage
- Opportunity to co-brand event activities, volunteer opportunities and signage

SILVER SPONSOR - \$500

Promotional

- Volunteer Leadership Opportunities
- Tools and resources to support promotion of partnership provided including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Partner logo on event page on Marchforbabies.org
- Logo placement in locally-produced March for Babies emails
- General "Thank You to Our Sponsors" post
- Name on T-Shirt (no logo)
- Name or Logo on select Event Signage and Banner(s)
- Name or Logo on Thank You Banner (displayed at pre, day-of and post events)

Event Day Activation

- Stage Recognition at Event
- Corporate Banner(s) Displayed
- Partner Impact Report delivered post event

BRONZE SPONSOR - \$350

Promotional

- Volunteer Leadership Opportunities
- Tools and resources to support promotion of partnership provided including social media memes, advertisements, press materials, web banners, and other digital assets for partner use
- Partner name on event page on Marchforbabies.org
- Logo placement in locally-produced March for Babies emails
- General "Thank You to Our Sponsors" post

Event Day Activation

- Stage Recognition at Event
- Corporate Banner(s) Displayed
- Partner Impact Report delivered post event

2019 SPONSORSHIP COMMITMENT

MARCH FOR BABIES – WILKES

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP code

Phone

Fax

Email

Alternate contact person

Fax

Email

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

☐ I am unable to attend but I would like to make a 100% tax-deductible Tribute Gift
in the amount of \$ _____ .

Signature of primary contact

Date

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

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

Security code

Name as it appears on card

Billing address (if different from above)

Signature of card holder

Please payment to our Centralize Accounts Team:

March of Dimes
Donation Processing Center
PO Box 673667
Marietta, GA 30006
Attn: Wilkes March for Babies

Questions or details about the event contact:

Samantha Rockett
SRockett@marchofdimes.org
(828) 358-9017