



A FIGHTING CHANCE FOR EVERY BABY™



march for babies®

Partnership opportunities

Treasure Coast South
April 29, 2017
Indian Riverside Park
Jensen Beach

The March of Dimes CARES

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission in a variety of ways.



COMMUNITY

Our programs help moms-to-be in the United States have full-term pregnancies and healthy babies.



ADVOCACY

We advocate for legislation, services and programs that help moms in the United States get care and services to improve their health and the health of their babies.



RESEARCH

We research the serious problems that threaten our babies and work on treating and preventing them.



EDUCATION

From preconception health classes for families-to-be to continuing education for nurses, in every conceivable media, the March of Dimes provides resources to improve maternal and child health.



SUPPORT

Through our online community and in hospitals in the United States, we offer comfort and information to families with a newborn in intensive care.

You can play a vital role in helping us find solutions to combat prematurity and birth defects. We're making breakthroughs to improve the health of moms and babies, and together, we can save billions of dollars and tens of thousands of lives.

Annually in the United States:

- Nearly 4 million babies are born, and about 380,000 of those are preterm.
- 120,000 babies come into this world with a birth defect.
- Almost 23,500 babies die before reaching their first birthday.
- The societal cost of premature birth is \$26.2 billion.

In the last year:

- We funded research grants totaling nearly \$24 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 90,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- 15,700 babies received lifesaving surfactant therapy, developed by March of Dimes researchers.

Sources and Notes
Births and preterm births—National Center for Health Statistics (NCHS), final natality 2014.
Birth defects—CDC estimate of the number of babies born with a birth defect. Infant mortality—NCHS, infant mortality, 2013. Societal cost—Institute of Medicine report, 2007.
MOD investment —research and community grants funded in 2015.

About March for Babies®

The March of Dimes signature fundraiser, March for Babies, is an event that brings walkers, volunteers and sponsors together to celebrate their community. Coworkers, families, friends and celebrities participate to fight premature birth and give more babies a healthy start. Each year, about 20,000 companies and 3 million people take part in nearly 500 communities across the country.

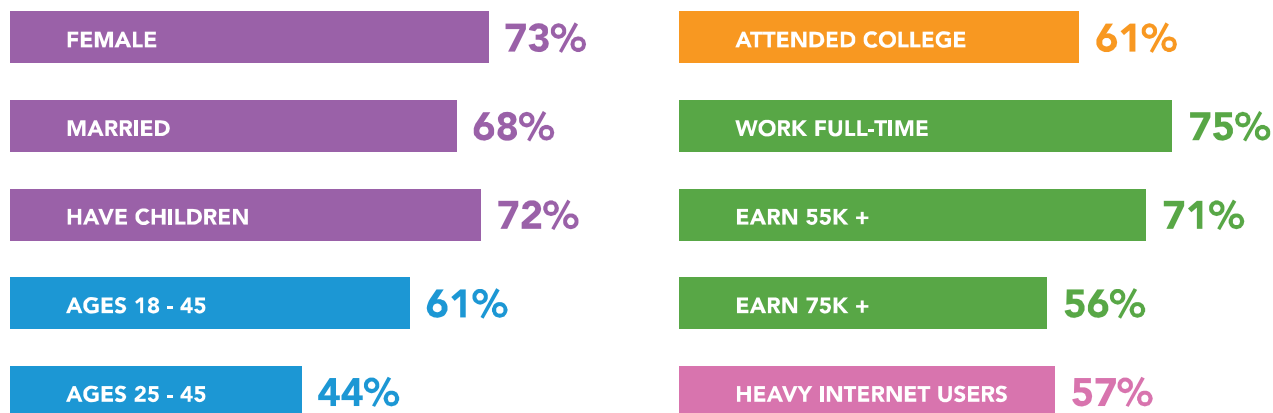


National and local sponsors benefit from highly visible media and marketing campaigns, onsite activations and company team participation, among others. In 2016, more than 1,500 walkers raised over \$260,000 in the Treasure Coast South March for Babies. Across Florida, over 56,000 people walked at 29 March for Babies events and raised more than \$9 million.

We invite you to partner with us as we develop a robust program combining media, marketing and events to highlight your company. You can sponsor activities, lead local fundraisers and customize on-site opportunities - these are just some of the ways your company can get involved. Together we can reach key audiences in your community.

Demographic Appeal

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 targets audiences in your area, and even across the county, to meet your needs.



2012 Walker Survey and 2014 Infogroup Participant Profile report

2017 Sponsorship commitment form

Treasure Coast South March for Babies

Company name/donor

Primary contact

Address

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

Please mail original form to:

March of Dimes • 2046 Treasure Coast Plaza Suite A-199 • Vero Beach, FL • 32960

Phone (863)697-9096 • Email achandler@marchofdimes.org

Authorized March of Dimes signature

Date

March of Dimes Foundation is a tax-exempt charity, registered with the Internal Revenue Service as a 501(c)3 organization. Our mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. You may obtain a copy of the March of Dimes annual financial report by writing to March of Dimes Foundation, Box 2000, White Plains, NY 10602, (914) 428-7100 or by visiting our website at www.marchofdimes.org.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352 (800-HELP-FLA), TOLL-FREE WITHIN THE STATE OR BY VISITING www.800helpfla.com. Our Florida registration number is: CH 569.

2017 Chapter sponsorship offerings

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

Signature sponsor \$15,000

Custom opportunities

Industry exclusivity and first right of refusal.

- Opportunity for company to create an interactive experience for 1500+ participants with a 20' x 20' tent/area in prominent event location.
- Opportunity to provide special offers and promotions to March for Babies participants pre-event (via email, social and website) and on-site.
- Opportunity for sponsor to create a custom co-branded social media campaign with unique hashtag, video, contest and/or giveaways.
- Volunteer leadership opportunities
- Opportunity to host March for Babies kickoff, volunteer leadership event, bank day or thank you party with opportunity to provide gift/promo item to attendees.
- March of Dimes to host "Lunch and Learn" educational seminar for employees.

Marketing media opportunities

- Rights to use the March for Babies logo/name
- Tag advertising on any secured and guaranteed media
 - Television, radio, out-of-home (billboard/transit), logo on print
- Dedicated March of Dimes news release announcing partnership
- Logo/link in 6 eNewsletters
- Additional social media recognition
 - 4 Facebook posts (can include photo and/or video)
 - 4 Twitter/Instagram posts with sponsor handle and unique hashtag
- Premiere location of logo/link on local event webpage
- Opportunity for corporate representative to serve as March of Dimes spokesperson in media interviews, if applicable

Print/promotional material

- Logo on T-shirt
- Logo on locally produced event signage and banner(s)
- Logo on locally printed materials (posters, sponsor forms, team captain kits)
- Logo on route signs/cards
- Logo on thank you banner (displayed at pre, day-of and post events)
- Logo on pre- and post-event invitations
- Logo placement on all team captain and sponsor mailings

Event day benefits

- Reserved/VIP parking for 4 corporate representatives
- Stage banner recognition
- Opportunity to host a water stop along walk route

- Opportunity for corporate representative to speak during opening ceremonies
- Provision of top-walker bags and/or item in top-walker bag
- PA recognition at event
- Corporate banner(s) displayed — (provided by partner)

Post-event benefits

- Recognition in post-event news release
- Recognition in post-event eNewsletter
- Partner impact report delivered 60 days post event

Platinum sponsor \$10,000

Custom opportunities

- Opportunity to create an interactive experience for 1,500+ participants with sponsorship of one specific walk area (kid zone, VIP tent), a prominent 10' x 10' tent/area at event location.
- Opportunity to provide special offers and promotions to March for Babies participants pre-event and on-site.
- Volunteer leadership opportunity
- Opportunity to host volunteer leadership event or bank day with opportunity to provide gift/promo item to attendees.
- March of Dimes to host "Lunch and Learn" educational seminar for employees.

Marketing media opportunities

- Rights to use the March for Babies logo/name
- Tag advertising on any secured and guaranteed media
 - Television, radio, out-of-home (billboard/transit), logo on print
- Name included in March of Dimes news release announcing partnership
- Logo/link in 6 eNewsletters
- Social media recognition
 - 3 Facebook posts (can include photo and/or video)
 - 3 Twitter/Instagram posts with sponsor handle and unique hashtag
- Logo/link on local event webpage
- Corporate representative to serve as March of Dimes spokesperson in media interviews, if applicable

Print/promotional material

- Logo on T-shirt
- Logo on locally produced event signage and banner(s)
- Logo on locally printed materials (posters, sponsor forms, team captain kits)
- Logo on route signs/cards
- Logo on thank you banner (displayed at pre, day-of and post events)
- Logo on pre- and post-event invitations

Event day benefits

- Reserved/VIP parking for 2 corporate representatives
- Stage line banner recognition
- Item in top-walker bag
- PA recognition at event
- Corporate banner displayed—up to 2 (provided by partner)
- Opportunity to host water station along walk route

Post event benefits

- Recognition in post-event news release
- Recognition in post-event eNewsletter
- Partner impact report delivered 60 days post event

Gold sponsor \$5,000

Custom opportunities

- Opportunity to create an interactive experience for 1,500+ participants with sponsorship of one specific walk area (kid zone, VIP tent), a prominent 10' x 10' tent/area at in prime event location.
- Volunteer leadership opportunity

Marketing media opportunities

- Rights to use the March for Babies logo/name
- Tag advertising on any secured and guaranteed media
 - Print
- Name included in March of Dimes news release announcing partnership
- Logo presence on all March for Babies emails
- Logo/link in 6 eNewsletters
- Social media recognition
 - 2 Facebook posts (can include photo)
 - 2 Twitter/Instagram posts with sponsor handle
- Logo/link on local event webpage

Print/promotional material

- Logo on T-shirt
- Logo on locally produced event signage and banner(s)
- Logo on locally printed materials (posters, sponsor forms)
- Logo on thank you banner (displayed at pre, day-of and post events)
- Name on pre- and post-event invitations
- Logo placement on all team captain sponsor mailings

Event day benefits

- Reserved/VIP parking for 2 corporate representatives
- Stage banner recognition
- PA recognition at event
- Corporate banner displayed (provided by partner)
- Opportunity to host water station along walk route

Post event benefits

- Recognition in post-event news release
- Recognition in post-event eNewsletter
- Partner impact report delivered 60 days post event

Silver sponsor \$2,500

Custom opportunities

- Opportunity to provide special offers and promotions to March for Babies participants on-site with a 10' x 10' tent/area at event location.
- Volunteer leadership opportunity

Marketing media opportunities

- Rights to use the March for Babies logo/name
- Logo/link on local event webpage
- Logo/link on event webpage

Print/promotional material

- Name on T-shirt
- Logo on event signage and banner

Event day benefits

- PA recognition at event
- Corporate banner displayed (provided by partner)
- Opportunity to host water station along walk route

Post event benefits

- Recognition in post-event news release
- Recognition in post-event eNewsletter
- Partner impact report delivered 60 days post event

Bronze sponsor \$1,000

Custom opportunities

- Volunteer leadership opportunities

Marketing media opportunities

- Rights to use the March for Babies logo/name
- Logo/link in 6 eNewsletters
- Logo/link on local event webpage

Print/promotional material

- Logo on event signage and banner(s)

Event day benefits

- PA Recognition at event
- Opportunity to host water station along walk route

Post event benefits

- Recognition in post-event eNewsletter
- Partner impact report delivered 60 days post event

Family Team sponsor \$500

Custom opportunities

- Volunteer leadership opportunities

Marketing media opportunities

- Rights to use the March for Babies logo/name
- Logo/link in 6 eNewsletters
- Logo/link on local event webpage

Print/promotional material

- Logo on event signage and banner(s) in family team tent

Event day benefits

- PA Recognition at event
- Opportunity to host water station along walk route

Post event benefits

- Recognition in post-event eNewsletter
- Partner impact report delivered 60 days post event