



2018 Lehigh Valley March for Babies Sponsorship Packet

Lehigh Valley March for Babies and Run for Babies
Sunday, April 29: Cedar Crest College

March for Babies Lehigh Valley

In Pennsylvania 1 in 11 babies is born too soon. Too many families must endure the heartbreaking experience of having a baby in the NICU. In our community, hundreds of participants, including 406 teams, raised more than \$460,000 to address the problem and help babies survive and thrive.

March for Babies is featured prominently throughout the community through key local stakeholders, marketing materials, traditional and social media, and a brand new event experience: hope, remember and celebrate.

Lehigh Valley March for Babies Opportunities include:

Signature: \$25,000

- Industry exclusivity & first right of refusal for the following year
- Premier logo placement on event signage, wearable and collateral materials
- Ability to create your own participant interactive experience within one of the three event elements: Hope, Remember or Celebrate
- Stage presence/speaking role on site
- Opportunity to host MFB Kickoff, Volunteer Leadership Event, Bank Day or Thank You Party with opportunity to provide gift/promo item to attendees
- MOD to host "Lunch and Learn" educational seminar for employees
- Customizable team page with partner logo, personalized introduction text, up-to-date team status

Platinum: \$15,000

- Logo placement on event signage, wearable and collateral materials
- Ability to create your own participant interactive experience either on the route OR at the festival site within one of the three event elements: Hope, Remember OR Celebrate
- Opportunity to host MFB Kickoff, Volunteer Leadership Event, Bank Day or Thank You Party with opportunity to provide gift/promo item to attendees (availability based on site)
- Customizable team page with partner logo, personalized introduction text, up-to-date team status

Gold: \$10,000

- Rights to use March for Babies marks and logos and use of March of Dimes branded social media assets on partner sites
- Opportunity to provide special offers and promotions to March for Babies participants on-site via one of our existing event areas:
 - Run for Babies, Tribute Wall, Start Line, Finish Line, Champions for Babies (list of stations available)
 - Opportunity to choose one individual Event Experience Elements (refer to individual Event Experience Elements list)
- Customizable team page with partner logo, personalized introduction text, up-to-date team status

Silver: \$5,000

- Inclusion in social media, public relations and email campaign
- Stage recognition at event
- Name on event signage, wearable and collateral materials
- Customizable team page with partner logo, personalized introduction text, up-to-date team status

Bronze: \$2,500

- Name inclusion on event collateral materials
- Stage recognition at event
- Customizable team page with partner logo, personalized introduction text, up-to-date team status

Signature sponsors

Select one of the three event elements; Hope, Remember or Celebrate and have access to all of the associated activities to create your own participant interaction



Hope



Remember



Celebrate

Festival opportunities

Mission tent

Bring hope and honor loved ones by co-branding our “Why I Walk” banner and/or bibs



Festival opportunities

Memory Garden

Show your support for those who have experienced loss by sponsoring our Memory Garden, which provides a meaningful way to remember their baby by planting a “butterfly flower”



Festival opportunities

Superhero Sprint

Help us celebrate our NICU grads and all kids ages 1-10 by offering them the chance to participate in our Superhero Sprint



Route opportunities

Mission Moments

Co-branded signs throughout the first mile featuring fun facts, “selfie” moments and March of Dimes statistics



Route opportunities

Memory Mile

Co-branded signage featuring loss-and-support messages that provide shareable moments to communicate the gravity of our cause and the hope we are providing for the future



Route opportunities

Ambassador Avenue

Co-branded signage featuring signs highlighting stories of our NICU heroes who fought hard battles and survived



Platinum sponsors

Select one activity within one of the three event elements; Hope, Remember or Celebrate to create your own participant interaction experience



Hope



Remember



Celebrate

Festival opportunities

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Gold sponsors

Below are our 2018 March for Babies Lehigh Valley's walk assets which provides event exposure to our 5,000 walk participants.



Selfie station/Team photo

Host photo area at the walks. Backdrop can be co-branded for a lasting impression



Food

Offer your employees the chance to run the most high-traffic tent at the walk! Includes large signage along with the opportunity to directly engage with the participants



Registration

Opportunity for your employees to engage and thank every participant for supporting us in delivering the healthiest beginnings so that every generation as the brightest tomorrow



Mothers Corner

Provide a branded opportunity for parents to feed, change diapers or just take a break in our designated Mothers Corner area



Water station (2 available)

Opportunity to provide branded water bottles to hydrate our participants throughout their March for Babies journey



Kids Zone

Sponsor activities for kids of all ages to enjoy at the festival site



Mile markers (3 available)

Co-branded mile marker signs that will be snapchatted and tweeted as our participants complete their x mile journey



Start/Finish line

Earn exposure at either the start or finish line with co-branded signage. Opportunity for employees to cheer!

We are happy to discuss other sponsorship suggestions you may have that align with our brand and can enhance the experience.

Please contact afulmer@marchofdimes.org or (610) 814-7000 to discuss these opportunities further.

Run for Babies Addendum

For an additional \$500, your company can choose one of the Run for Babies event experiences below to add to your March for Babies Sponsorship benefits:

Run for Babies T-shirt

Make your company visible at March for Babies and Run for Babies, by having your company's logo on our 2018 Run for Babies shirt.



Run for Babies Website

Company logo will be placed on Lehigh Valley Run for Babies webpage. All registered runners will view this page for registration and fundraising efforts.



Save the Date and Poster

Company logo will appear on the Run for Babies Save the Date card and poster. These items will be distributed throughout the community at other races to promote the Run for Babies event to runners.



Banner on Run Route

Opportunity for company to provide banner for Run for Babies route.



Fuel Station

Opportunity for company employees to run the breakfast or "fuel" table for runners.



Run Route Sign

A n 18in x 24in sign with your company's logo will be made for you and placed on the Run for Babies Route



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Champion for Babies Sponsor \$1,000

Individuals that raise \$1,000 or more through March for Babies fundraising are named a Champion for Babies. These passionate Champions for Babies belong to an elite group called the Circle of Champions. In 2017 the Lehigh Valley March for Babies had 52 individuals raise \$1,000 or more! Help celebrate these outstanding fundraisers by becoming a Champion for Babies Sponsor! Benefits of this sponsorship include:

- Company logo present on Circle of Champions banner to be placed at the Circle of Champions tent the day of the walk
- Company to be included in a Circle of Champion specific email sent to Lehigh Valley walkers
- Recognition of your company as a Champion for Babies Sponsor during opening ceremony on walk day
- Rights to use the March for Babies logo/name



2018 Sponsorship commitment form

Lehigh Valley 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 Foundation • Donation Processing Center • PO Box 673667, Marietta, GA• 30006
Phone (610) 814-7000 • Email afulmer@marchofdimes.org

Authorized March of Dimes signature