



**MARCH
FOR
BABIES**



MARCH FOR BABIES & 5K RUN FOR BABIES

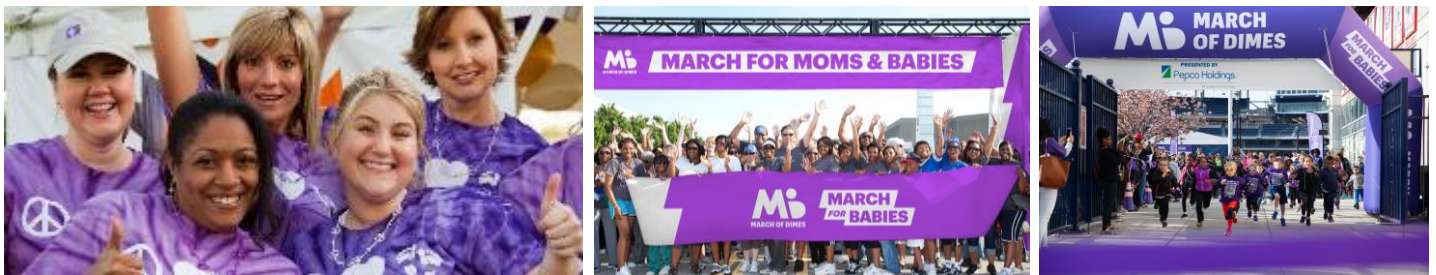
SPONSORSHIP PROPOSAL

WHEN: MAY 5, 2019

WHERE: LEHIGH VALLEY

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 & 5K RUN FOR BABIES

At March for Babies and Run for Babies, families and teams 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 and Run for Babies are unique experiences:

<p>A robust advertising, social media, out-of-home and online advertising program generates more than</p> <p>2 billion media impressions</p>	<p>400</p> <p>March for Babies events take place in communities big and small across the U.S.</p> <p>14</p> <p>Run for Babies take place throughout the U.S.</p>	<p>3 million</p> <p>Donors, volunteers and participants are involved in March for Babies and Run for Babies each year</p>	<p>Fundraising innovations include a</p> <p>UNIQUE FACEBOOK PARTNERSHIP.</p> <p>New ways to raise money online, and virtual March for Babies opportunities</p>
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MARCH FOR BABIES PARTNER BENEFITS

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 and Run 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**
- **Tools for a healthier workforce** with March of Dimes healthy pregnancy 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.



PRESENTING SPONSOR: \$25,000

Presenting Sponsors enjoy the highest level of exposure for their support of the March of Dimes mission. Benefits include premier exposure on promotional materials, industry exclusivity and personalized March of Dimes staff support for promotional and employee engagement activities. Additional benefits include:

Promotional Opportunities:

- Significant exposure to March for Babies participants including on stage and at the event Start Line
- Rights to use March for Babies marks and logos
- Customized tools and resources to support the promotion of the partnership – including advertisements, memes/social media images, press materials, web banners and other digital assets
- Premier logo placement on event signage and promotional materials including brochures, posters, signs and videos
- Unique social media promotions
- Inclusion in public relations, including quote in event press release, and email campaign (as available)
- Volunteer leadership opportunities
- Company feature on event website
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event T-shirt

Event Day Activation:

- Sponsorship of one of the Event Experience areas;

HOPE Area
“Why I Walk” Banner/BIBS
General Celebrate Route Signs
Mission Tent

REMEMBER Area
Memory Garden
Memory Mile Route Signs
Lei Distribution & Ceremony

CELEBRATE Area
FunZone
Celebrate Route Signs
Superhero Sprint

Each Area includes:

- An opportunity to create interactive customer/audience experience at March for Babies within the area you are sponsoring
- An opportunity for employee engagement at March for Babies within the area you are sponsoring
- Stage presence/speaking role
- Prominent tent/area on site
- VIP access for corporate representatives on site

PLATINUM SPONSOR: \$15,000

Promotional Opportunities:

- Significant exposure to March for Babies participants including on stage and at the event Start Line
- Rights to use March for Babies marks and logos
- Customized tools and resources to support the promotion of the partnership – including advertisements, memes/social media images, press materials, web banners and other digital assets
- Logo placement on event signage and promotional materials including brochures, posters, signs and videos
- Inclusion in social media, public relations and email campaign
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event website, with hyperlink to partner website
- Logo on event T-shirt

Event Day Activation:

- Opportunity to sponsor one element within the Hope, Remember and Celebrate areas:

“Why I Walk” Banner	“I’m Walking for” BIBS	Mission Tent	Memory Garden	Superhero Sprint
General Celebrate Route Signs	Memory Mile Route Signs	Celebrate Route Signs	FunZone	Lei Distribution & Ceremony

- Opportunity to create interactive customer/audience experience at March for Babies within the area you are sponsoring
- Includes an opportunity for employee engagement at March for Babies within the area you are sponsoring
- Stage presence/speaking role
- Prominent tent/area on site
- VIP access for corporate representatives on site
- Inclusion in social media, public relations and email campaign

GOLD SPONSOR: \$10,000

Promotional Opportunities:

- Exposure to March for Babies participants, including on stage and at the event Start Line
- Rights to use March for Babies marks and logos
- Access to digital assets (social media memes, images, digital advertisements)
- Logo placement on event signage and promotional materials including brochures, posters, signs and videos
- Inclusion in social media, public relations and email campaign
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event website, with hyperlink to partner website
- Logo on event T-shirt

Event Day Activation:

- Opportunities to create an interactive customer/audience experience at March for Babies within one of the following general event areas:

Selfie Station	Registration	VIP/Champion for Babies	Water Station (3 available)	Stage
Start Line	Finish Line	Charging Station	Mother's Corner	Mile Marker (3 available)

- Stage recognition
- Inclusion in social media, public relations and email campaign

SILVER SPONSOR: \$5,000

Promotional Opportunities:

- Exposure to March for Babies participants
- Rights to use March for Babies marks and logos
- Access to digital assets (social media memes, images, digital advertisements)
- Logo or company name on event signage and promotional materials
- Inclusion in social media, public relations and email campaign
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Logo on event website, with hyperlink to partner website
- Company name on event T-shirt

Event Day Activation:

- Opportunities to host a table at March for Babies
- Stage recognition
- Inclusion in social media, public relations and email campaign

BRONZE SPONSOR: \$2,500

Promotional Opportunities:

- Exposure to March for Babies participants
- Rights to use March for Babies marks and logos
- Access to digital assets (social media memes, images, digital advertisements)
- Customizable team event webpage with partner logo, personalized introduction text and up-to-date team status
- Company listed on event website

Event Day Activation:

- Stage recognition
- Company name included on event signage

RUN FOR BABIES SPONSOR: \$500

IN ADDITION TO YOUR MARCH FOR BABIES SPONSORSHIP LEVEL (CHOOSE ONE)

- Logo on Run for Babies t-shirt
- Logo on Run for Babies website
- Fuel Station Sponsor
- Banner on the Run for Babies Route
- Co-branded Run for Babies Route sign
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CIRCLE OF CHAMPIONS 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 2018, 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

ROUTE SPONSOR: \$500

- Sponsor will receive one 24" w x 18" h sign branded with company's logo. Sign will be placed on the walk route where runners and walkers will pass by sign.



2019 SPONSORSHIP COMMITMENT

MARCH FOR BABIES AND RUN FOR BABIES LEHIGH VALLEY

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 send payment to our Centralize Accounts Team:
March of Dimes, Northeast PA
Donation Processing Center
PO Box 673667
Marietta, GA 30006

Questions or details about the events contact:
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