

A photograph of a woman with dark curly hair, seen from the side, kissing a young child on the cheek. The child is looking towards the camera with a happy expression. The background is a bright, indoor setting, possibly a home or a childcare facility.

Rochester Nurse of the Year Gala

SPONSORSHIP PROPOSAL

WHEN

Friday, October 12, 2018

WHERE

Hyatt Regency Rochester, NY



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.

OUR ORGANIZATION DOES THIS BY:

- Supporting research toward solutions that ensure every baby is born healthy.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms before, during and after pregnancy.
- Educating medical professionals on known solutions to improve the care that moms and babies receive.
- Uniting local communities across the nation through events and collaboratives.
- Partnering with organizations and companies committed to helping moms and their families.

EACH YEAR IN THE UNITED STATES:

- Nearly 4 million babies are born.
- Nearly half a million babies are born prematurely or with birth defects.
- More than 23,000 babies die before reaching their first birthday.
- In addition to the human toll, the societal cost of premature birth is more than \$26 billion per year.

IN THE LAST YEAR:

- We funded research grants totaling nearly \$16.7 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 80,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.

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.

ABOUT THE ROCHESTER NURSE OF THE YEAR GALA

The Rochester Nurse of the Year Gala is an awards event and fundraiser that brings together the community to recognize nursing excellence and achievements in research, education, quality patient care, innovation and leadership. Twelve awards will be presented to the most outstanding nurse within each category.

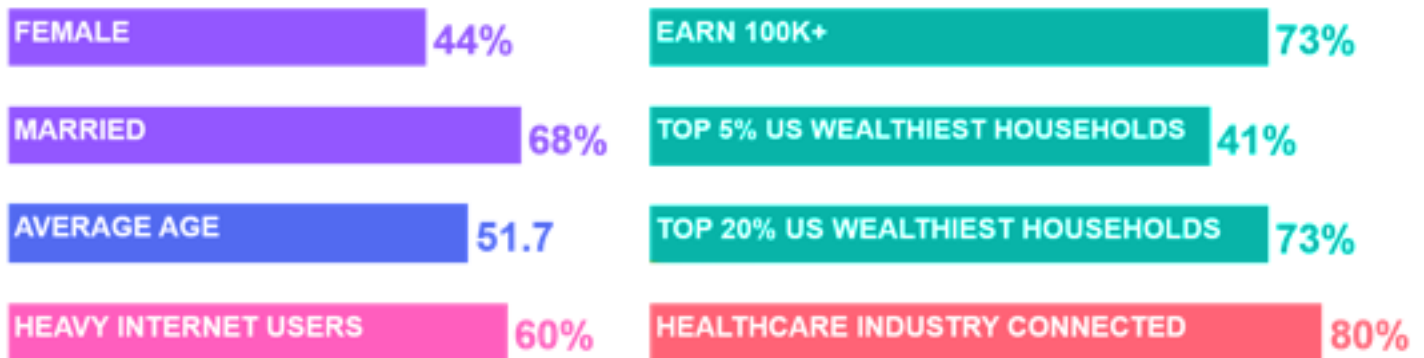
Nurses are first nominated by peers, nurse managers, supervisors or even the families they have impacted. Following, each nurse is asked to submit an application to be considered. Each application is carefully reviewed and scored by a committee of Chief Nursing Officers and other nurse leaders from the health care community until three finalists are narrowed down. Winners are announced at the event!



Images from the 2017 Washington Nurse of the Year event.

We invite you to discuss the variety of options available for sponsorship for the Rochester Nurse of the Year Gala 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.

National Demographic Appeal





SPONSORSHIP OPPORTUNITIES

As a sponsor of the Rochester Nurse of the Year Gala, your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR—\$10,000

Pre-event

- All pre-event marketing pieces featuring “March of Dimes [event name], presented by [company name]”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2018 [event name] where appropriate
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
 - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for [event name](March of Dimes final approval)
- Opportunity to sit on the [event name] Committee

Day of event

- Two (2) tables of 10 seats
- Logo/name recognition as Presenting Sponsor in the event program
- Logo/name recognition as Presenting Sponsor on all event signage and media screens
- Opportunity to give a “welcome address” to guests at event from stage (or emcee can give a message for you). Limited time messaging to be approved by March of Dimes.
- Verbal recognition as Presenting Sponsor from stage at event
- CEO letter in program

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category



SPONSORSHIP OPPORTUNITIES

As a sponsor of the Rochester Nurse of the Year Gala], your company will receive the following benefits throughout the campaign:

PLATINUM SPONSOR—\$7,500

Pre-event

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
 - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for [event name] (March of Dimes final approval)
- Opportunity to sit on the [event name] Committee

Day of event

- One (1) table of 10 seats
- Full-page ad in the event program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category



SPONSORSHIP OPPORTUNITIES

As a sponsor of the Rochester Nurse of the Year Gala your company will receive the following benefits throughout the campaign:

GOLD SPONSOR—\$5,000

Pre-event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
- Use of March of Dimes logo (with approval)
- Opportunity to sit on the [event name] Committee

Day of event

- One (1) table of 10 seats
- Half-page ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category



SPONSORSHIP OPPORTUNITIES

As a sponsor of the Rochester Nurse of the Year Gala, your company will receive the following benefits throughout the campaign:

CATEGORY SPONSOR (SILVER)—\$2,500

Day of event

- One (1) table of 10 seats
- Quarter-page ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Additional tables can be purchased for \$1,500 each (\$500 discount)

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

TABLE SPONSOR (BRONZE)—\$1,500

Event benefits

- One (1) table of 10 seats
- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide

TRIBUTE GIFT

- Tribute gifts are 100% tax-deductible gift made in honor of [name].
- Opportunity includes onscreen logo inclusion and verbal recognition from the stage.
- [A special card will be sent sharing that a gift has been made in his or her name.



2018 SPONSORSHIP COMMITMENT

NURSE OF THE YEAR GALA – ROCHESTER, NY

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 Foundation
Donation Processing Center
PO Box 673667
Marietta, GA 30006

Questions or details about the event contact:
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585.286.5865