



CHARLESTON REAL ESTATE AWARD

HONORING



Award Presentation and Live-Stream: Thursday, Oct. 22, 4PM

2020 PARTNERSHIP PROPOSAL



real estate & economic development award

March of Dimes imagines a world where every mom and baby is healthy regardless of wealth, race or geography. Our goal is to end preventable maternal risk and death, preterm birth and infant death.

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 collaborations.
- Partnering with organizations and companies committed to helping moms and their families.

IN THE UNITED STATES:

- Nearly half a million babies are born prematurely or with birth defects each year
- 1 in 10 babies are born preterm. The rate is highest for black babies followed by Native American and Hispanic babies.
- Every hour 2 babies die.
- Every day 2 women die from pregnancy related causes making the U.S. the most dangerous developed country to give birth.
- In addition to the human toll, the societal cost of premature birth is more than \$25.2 billion per year.

IN THE LAST YEAR:

- 4,000,000 babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.
- Over 50,000 families benefited from our NICU Family Support program, which aims to improve the NICU experience for families through education and support. Even more received information and comfort through our MY NICU Baby® App and Mi Bebé en la NICU
- Women in more than 20 states received group medical care, prenatal education, childbirth preparation and postpartum care education through our Supportive Pregnancy Care program.
- 2,400+ nurses received in-person professional education and 525 nurses received virtual training.
- We led a coalition of public health, patient and provider organizations to promote reauthorization of the federal Newborn Screening Saves Lives Act and advocated on over 150 state legislative bills.

COVID-19: The pandemic is putting mom and baby health even more at risk. Your support provides:

- Research for COVID-19 treatments ensuring they are inclusive and safe for pregnant and lactating women.
- Advocating efforts needed to help those families impacted by COVID-19.
- Resources and training for doctors and nurses in the ICU and NICU who are fighting tirelessly for moms and babies every day.
- Opportunities for maternal and child health experts, expectant moms and new parents to come together to get the latest news, information and resources during the COVID-19 pandemic to prepare for birth and caring for a newborn at home.

ABOUT THE REAL ESTATE AWARD

The March of Dimes premier fundraiser, Charleston Real Estate Award, pays tribute to a member of the real estate & economic development industry who has shown outstanding leadership, vision, & a long history of service to the community. A dynamic event of networking and entertainment with components that include a compelling appeal to support the mission of the March of Dimes.

SeamonWhiteside is the 2020 award recipient.

While how we are coming together will change, we can still make a real difference for moms and babies, at a time when they need us the most. We are following CDC guidelines to avoid mass gatherings and have prepared an exciting, new virtual format for our March of Dimes Real Estate Award experience.

As a sponsor you receive the same, *plus new and unique*, marketing benefits. Watch the program *live* from your conference room with catered hors d'oeuvres and toasting champagne for 10 or receive a certificate to redeem later. Your March of Dimes staff, Laura Tregner, can share the opportunities and details.

Ltregner@marchofdimes.org or 843-996-6391.

Past Charleston Real Estate Award Recipients

1998: *The Beach Company*
 1999: *Max Hill, ReMax Realty Services, Inc.*
 2000: *Grange Cuthbert, Prudential Carolina*
 2001: *Pat McKinney, Kiawah Island*
 2002: *John L. Knott, Jr., Noisette Company*
 2003: *Wally Seinsheimer, Dolphin Architects*
 2004: *Vince Graham, Civitas*
 2005: *Robert Clement*
 2006: *Anthony McAlister, McAlister Development*
 2007: *Charlie Carmody, CB Richard Ellis*
 2008: *Mike Bennett and Hank Hofford*

2009: *Arthur Swanson, SC Bank and Trust*
 2010: *Jody Tamsberg, Tamsberg Properties*
 2011: *Mayor Joseph Riley*
 2012: *Dr. Ray Greenberg, MUSC*
 2013: *Mayor Keith Summey*
 2014: *Senator Paul Campbell*
 2015: *Neil Robinson, Nexsen Pruet*
 2016: *Ken Seeger, WestRock Land & Development*
 2017: *John Holder, Holder Properties*
 2018: *Marc Durlach, John Durlach, Durlach Associates*
 2019: *LS3P Associates*



National Demographic Appeal

FEMALE 44%

EARN 100K+ 73%

MARRIED 68%

TOP 5% US WEALTHIEST HOUSEHOLDS 41%

AVERAGE AGE 51.7

TOP 20% US WEALTHIEST HOUSEHOLDS 73%

HEAVY INTERNET USERS 60%

HEALTHCARE INDUSTRY CONNECTED 80%

2020 Sponsorship Levels*	Diamond	Platinum	Gold**	Silver	Bronze
EVENT AND MARKETING BENEFITS	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
Opportunity to host office viewing party with catered hors d'oeuvres and champagne OR certificate to use later OR donate food to MUSC NICU	Hors d'oeuvres and drinks for 20	Catered Viewing Party for 15	Catered Viewing Party for 10	Catered Viewing Party for 10	Catered Viewing Party for 10
Opportunity to include thank you video message in post-event email	▲				
Video Message During event	▲	▲			
Opportunity to address audience from stage and/or present the Award	▲	▲			
Link/file to the recorded award presentation and rights to share	▲	▲	▲		
Company Logo on Invitations	▲	▲	▲	▲	
Recognition on social media	▲	▲	▲	▲	
Company Bio in 1 email prior to event	▲	▲	▲	▲	
Logo in event emails	▲	▲	▲	▲	Name
Ads/stories in local industry publications	▲	▲	▲	▲	▲
Recognition in all PR & Media	▲	▲	▲	▲	▲
Recognition in event marketing: event program, website, PPT	▲	▲	▲	▲	▲
Recognition on materials for Greenville Real Estate Award	▲	▲	▲	▲	▲
Post event thank you email with link to recorded award presentation to current and past donors	▲	▲	▲	▲	▲
Ad in Event Program	2 full-page	1 full-page	Half-page	Quarter-page	Logo

* Benefits subject to change due to safety requirements of COVID-19 or if 100% virtualization of event is necessary

** Additional sponsorship opportunities are available at Gold level and up including:

▲ Mission Investment Opportunities (Implicit Bias training, MOD Training Institute Courses, NICU Family Support)



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2020 SPONSORSHIP COMMITMENT

**CHARLESTON REAL ESTATE AWARD – SC – CHARLESTON – SC SOUTHEAST
AWARD PRESENTATION AND LIVE-STREAM: THURSDAY, OCT. 22, 4PM**

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP code

Phone

Email

Alternate contact person

Phone

Email

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

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.)

EMAIL FORM TO Laura Tregner, LTregner@marchofdimes.org

Invoice will be sent to the above contact(s).

March of Dimes leads the fight for the health of all moms and babies. From advocacy to education to research, we are working to level the playing field so that all moms and babies are healthy.

Thank you for your support!

March of Dimes, Inc. is a tax-exempt 501(c)(3) organization, tax ID: 13-1846366.