



# 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 Beb  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.

Sources, \*2019 March of Dimes Report Card, CDC estimate of the number of babies born with a birth defect. 2014 Final Natality Data and 2013 Period Linked Birth/Infant Death Data. Prepared by the March of Dimes Perinatal Data Center 2016

## 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.

***Seamon Whiteside 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](mailto: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%



| <b>2020 Sponsorship Levels*</b>  | <b>Diamond</b>                   | <b>Platinum</b>              | <b>Gold**</b>                | <b>Silver</b>                | <b>Bronze</b>                |
|--|----------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| <b>EVENT AND MARKETING BENEFITS</b>  | <b>\$15,000</b>                  | <b>\$10,000</b>              | <b>\$7,500</b>               | <b>\$5,000</b>               | <b>\$2,500</b>               |
| 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 <b>Greenville</b> 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)



real estate & economic development award

# 2020 SPONSORSHIP COMMITMENT

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

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Company name/donor

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Please indicate how you wish to be listed on printed materials

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Primary contact

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Address

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City

State

ZIP code

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Phone

Email

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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 \$\_\_\_\_\_.

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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](mailto: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.