



A FIGHTING CHANCE FOR EVERY BABY™



Sponsorship Opportunities

20th Annual Jonas Salk Health Leadership Awards

September 13, 2017

Chicago, IL

The March of Dimes CARES

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission in a variety of ways.



COMMUNITY

Our programs help moms-to-be in the United States have full-term pregnancies and healthy babies.



ADVOCACY

We advocate for legislation, services and programs that help moms in the United States get care and services to improve their health and the health of their babies.



RESEARCH

We research the serious problems that threaten our babies and work on treating and preventing them.



EDUCATION

From preconception health classes for families-to-be to continuing education for nurses, in every conceivable media, the March of Dimes provides resources to improve maternal and child health.



SUPPORT

Through our online community and in hospitals in the United States, we offer comfort and information to families with a newborn in intensive care.

You can play a vital role in helping us find solutions to combat prematurity and birth defects. We're making breakthroughs to improve the health of moms and babies, and together, we can save billions of dollars and tens of thousands of lives.

Annually in the United States:

- Nearly 4 million babies are born, and about 380,000 of those are preterm.
- 120,000 babies come into this world with a birth defect.
- Almost 23,500 babies die before reaching their first birthday.
- The societal cost of premature birth is \$26.2 billion.

In the last year:

- We funded research grants totaling nearly \$24 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 90,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- 15,700 babies received lifesaving surfactant therapy, developed by March of Dimes researchers.

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.
MOD investment—research and community grants funded in 2015.

About Jonas Salk Health Leadership Awards

This unique event honors individuals and groups in the healthcare field for their exceptional leadership and contributions to improving infant and maternal health. Reflecting the breadth and diversity of the health care profession, outstanding leadership is recognized in the following categories: Physician, Nurse, Health Care Management, Research, Public & Community Health, Lifetime Achievement and Corporate Partner.

At this unique networking event, mingle with your peers and more than 200 professionals from the Chicago-area healthcare industry and corporate community. Enjoy a luncheon of celebration in support of a great cause. All proceeds benefit March of Dimes.



2016 Honorees

Research Award:

Nicolas F.M. Porta, MD
Ann & Robert H. Lurie Children's Hospital of Chicago

Health Care Management Award:

Michael S. Eesley, FACHE
Centegra Health System

Physician Award:

Barbara V. Parilla, MD
Advocate Children's Hospital

Nurse Award:

Carrie S. Klima, RN, CNM, PhD, FACNM
University of Illinois at Chicago

Public/Community Health Award:

Sally Lemke, DNP, WHNP-BC
Rush University Medical Center

Corporate Partner Award:

Natus Peloton® Incorporated

Lifetime Achievement Award:

Michael L. Socol, MD
Northwestern Medicine

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%

2017 Sponsorship Opportunities

As a Health Leadership Awards sponsor, your company will receive the following benefits throughout the campaign:

Signature Sponsor - \$25,000

Pre-Event

- All pre-event marketing pieces featuring “March of Dimes Health Leadership Awards, presented by [company name]”
- Recognition as Signature Sponsor in all public relations and media efforts pertaining to the 2017 Health Leadership Awards
- Logo/name recognition as Signature Sponsor featured on event promotional pieces, including but not limited to:
 - Event website with link to company website
 - Event save-the-date and event invitations
 - Event social media announcements (Facebook, Twitter, Instagram)
 - Event emails
 - All to include company logo and link to website
 - One to include CEO spotlight
 - One to include company ad

Day of Event

- Two (2) tables of ten seats with prime placement
- Full-page ad in event program (inside front or back cover)
- Logo recognition as Signature Sponsor in the event program
- Logo recognition as Signature Sponsor on event 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 Signature Sponsor from stage at event
- CEO letter in program
- Opportunity to distribute branded materials or collateral (e.g. business cards, brochures, pens) to attendees, thus maximizing exposure to corporate sponsors, donors, and guests in attendance

Award Category

- Opportunity to sponsor an Award Category
- Opportunity for company representative to present award on stage
- Company name mentioned as category sponsor by presenter
- Company name to appear in program booklet as sponsor of a specific category
- Optional: Company can publicly congratulate the winner (i.e. Crain’s ad). Cost to be covered by sponsor.

Platinum Sponsor - \$15,000

Pre-Event

- Logo recognition on event website with link to company website
- Logo recognition on electronic save the date
- Social media recognition: 1 Facebook post and 1 Twitter post with sponsor handle
- Logo recognition on event emails
- Recognition in event releases and media alerts

Day of Event

- Two (2) tables of ten seats with prime placement
- Logo recognition on event media screen
- Full-page ad in program book
- Logo recognition as Platinum sponsor in event program book
- Opportunity to distribute branded materials or collateral (e.g. business cards, brochures, pens) to attendees, thus maximizing exposure to corporate sponsors, donors, and guests in attendance

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- Opportunity for company representative to present award on stage
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- Optional: Company can publicly congratulate the winner (i.e. Crain's ad). Cost to be covered by sponsor.

Gold Sponsor - \$10,000

Pre-Event

- Logo recognition on electronic save the date
- Logo recognition on event website with link to company website
- Recognition in event news releases and media alerts

Day of Event

- Two (2) tables of ten seats with prime placement
- Logo recognition on event media screen
- Half-page ad in program book
- Logo recognition as Gold sponsor in event program book
- Opportunity to distribute branded materials or collateral (e.g. business cards, brochures, pens) to attendees, thus maximizing exposure to corporate sponsors, donors, and guests in attendance

Silver Sponsor - \$5,000

Pre-Event

- Logo recognition on event website with link to company website
- Recognition in event news releases and media alerts

Day of Event

- One (1) table of ten seats
- Name recognition on event media screen
- Half-page ad in program book

Bronze Sponsor - \$3,000

Pre-Event

- Name recognition on event website with link to company website

Day of Event

- One (1) table of ten seats
- Name recognition on event media screen
- Name recognition in program book

Fund the Mission

Premature birth is the leading cause of death in children under 5, worldwide. In addition to, or in lieu of a sponsorship contribution, a 100% tax-deductible donation can be made to support the work of March of Dimes. With a donation, you can help fight premature birth through March of Dimes-funded research and educational programs. Companies have the opportunity to provide a donation that can serve as a Leadership or Matching Gift, both offering company recognition and visibility in alignment with our important mission.

Donors to the mission giving moment will be celebrated for their commitment to the March of Dimes and recognized for energizing the room and inciting the giving. Lead gift levels that receive recognition: \$5,000, \$2,500 and \$1,000.

2017 Sponsorship Commitment Form

Jonas Salk Health Leadership Awards

Company/Donor Name

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP

Phone

Email

Alternate contact person

Email

☐ YES, I/we will support the March of Dimes, as a sponsor/donor in the amount of \$ _____

☐ Please dedicate my gift to the following 2017 honoree: _____

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 August 14, 2017):

- ☐ Please send invoice
- ☐ Check enclosed (payable to March of Dimes)
- ☐ Credit card

Credit card number

Expiration Date

CVV

Choose one:

__Visa

__Mastercard

__American Express

__Discover

Name as it appears on card

Billing Address (if different from above)

Signature of card holder

Please mail original form to:

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Phone 312-596-4721 • Email swdavis@marchofdimes.org