



BORN TO SHINE GALA

SPONSORSHIP PROPOSAL

WHEN

October 26, 2019

WHERE

Golden Nugget Hotel and Casino, AC



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 BORN TO SHINE GALA

Born to Shine Gala is the March of Dimes premier fundraiser that honors those dedicated and committed to maternal child health and giving every baby a fighting chance. For over 11 years, the Born to Shine Gala has raised over \$2 million in support of the March of Dimes mission to improve the lives of babies by preventing birth defects, preterm birth and infant mortality. More than 4 million babies were born in the United States last year and the March of Dimes and its dedicated volunteers helped each and every one through research, education, vaccines and breakthroughs.



We invite you to discuss the variety of options available for Born to Shine Gala 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.

2019 Honorees: TBA

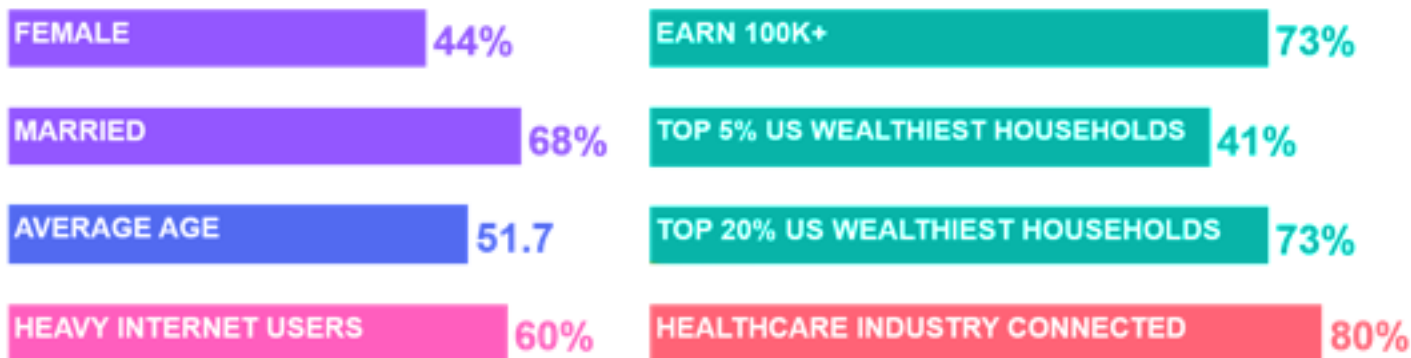
2018 Honorees:

Ralph Izzo, Chairman, President and Chief Executive Officer, PSEG, Roosevelt Lifetime Achievement Award.
Michael Munoz, Market President, AmeriHealth New Jersey, Citizen of the Year in Business Award
Howard Orel, MD, President and Chief Executive Officer, Advocate, Citizen of the Year in Healthcare Award

2017 Honorees:

Richard P. Miller, CEO & President Emeritus, Virtua, Roosevelt Lifetime Achievement Award.
Rob Curley, South Jersey Market President, TD Bank, Citizen of the Year in Business.

National Demographic Appeal





SPONSORSHIP OPPORTUNITIES

As a sponsor of Born to Shine Gala your company will receive the following benefits throughout the campaign:

PLATINUM SPONSOR \$15,000

- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
 - Invitations
 - Emails
 - Social media announcements
 - Minimum 3 Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Website with reciprocal link
- Two Premier tables of ten
- One full-page ad in program book
- Logo displayed on screen at the event
- Corporate profile page in program book
- Recognition in March of Dimes Born to Shine press releases
- Logo/name recognition as Platinum Sponsor in the program
- Logo/name recognition as Platinum Sponsor on media screens (Logo slide)
- Verbal recognition as Platinum Sponsor from stage

DIAMOND SPONSOR \$10,000

- Logo/name recognition as Diamond Sponsor featured on event promotional pieces, including but not limited to:
 - Invitations
 - Emails
 - Social media announcements
 - Minimum 2 Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Website with reciprocal link
- Two Premier table of ten
- One full-page ad in program book
- Corporate profile page in program book
- Recognition in March of Dimes Born to Shine press releases
- Logo/name recognition as Diamond Sponsor in the program
- Logo/name recognition as Diamond Sponsor on media screens (Logo slide)
- Verbal recognition as Diamond Sponsor from stage

GOLD SPONSOR \$7,500

- Logo/name recognition as Gold Sponsor featured on event promotional pieces, including but not limited to:
 - Invitations
 - Emails
 - Social media announcements
 - Minimum 2 Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Website with reciprocal link
- Premier table of ten plus 6 tickets (16 total seats)
- One full-page ad in program book
- Corporate profile page in program book
- Recognition in March of Dimes Born to Shine press releases
- Logo/name recognition as Gold Sponsor in the program
- Logo/name recognition as Gold Sponsor on media screens (Logo slide)
- Verbal recognition as Gold Sponsor from stage

SILVER SPONSOR \$5,000

- Logo/name recognition as Silver Sponsor featured on event promotional pieces, including but not limited to:
 - Invitations
 - Emails
 - Social media announcements
 - Minimum 1 Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Event Website
- Premier table of ten
- One full-page ad in program book
- Recognition in March of Dimes Born to Shine press releases
- Logo/name recognition as Silver Sponsor in the program
- Logo/name recognition as Silver Sponsor on media screens (Logo slide)
- Verbal recognition as Silver Sponsor from stage

BRONZE SPONSOR \$3,500

- Table of ten
- Listing in program book

PROGRAM BOOK OPPORTUNITIES

8 ½ X 11 Black and White, Image area Full page 7 X10, Half page 7 X 4.75 JPEG or PDF

- Back, Inside Front or Inside Back Cover: \$1,500 includes Full Page Ad image area 7 X10
- Full Page: \$1,000 includes Full Page Ad image area 7 X10
- Half Page: \$500 includes Half Page Ad image area 7 X 4.75

TRIBUTE GIFT

- Tribute gifts are 100% tax-deductible gift made in honor of one of the honorees.
- A special card will be sent sharing that a gift has been made in his or her name.



2019 SPONSORSHIP COMMITMENT

BORN TO SHINE GALA—Atlantic City, NJ

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
Donation Processing Center
PO Box 18819
Atlanta, GA 31126

Questions or details about the event contact:
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