

A photograph of a woman with dark curly hair, seen from the side, kissing a baby on the cheek. The baby is looking towards the camera with a happy expression. The background is a soft-focus indoor setting.

27th Annual Construction & Transportation Awards

SPONSORSHIP PROPOSAL

WHEN

October 1, 2021

WHERE

Palmer House Hilton- Chicago, IL



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 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 CONSTRUCTION & TRANSPORTATION AWARDS

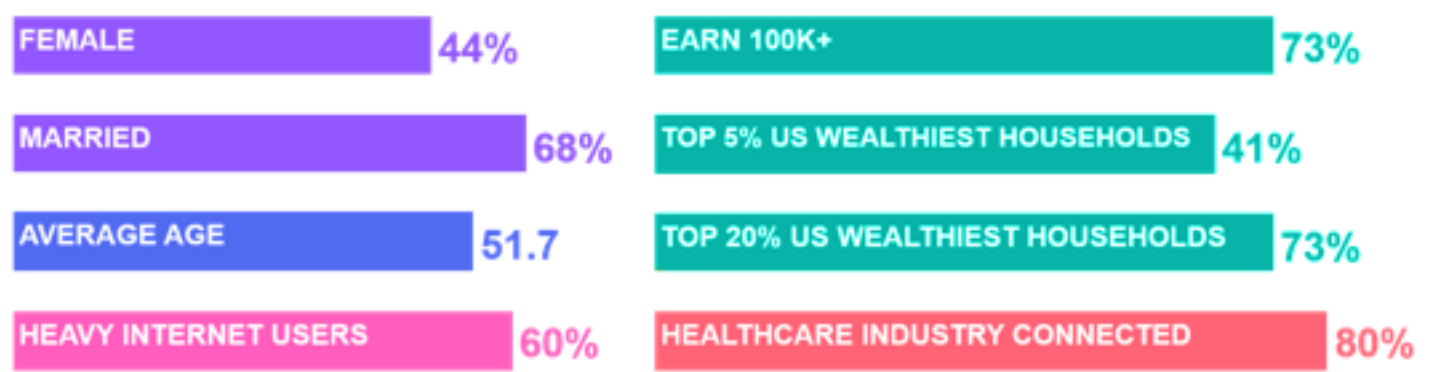
The annual Construction & Transportation Awards recognizes companies, organizations and individuals for their excellence in the construction and transportation industries. Honoree categories include Construction, Transportation, Professional Services, Leadership in the Private Sector, Leadership in the Public Sector and the Rufus Taylor Award. Honorees are nominated and reviewed by a committee of industry leaders.



Images from the 2019 Construction & Transportation Awards event.

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

NATIONAL DEMOGRAPHIC APPEAL





2021 C&T AWARDS COMMITTEE

Kendra Dinkins, Taylor Electric Company- Co-Chair
Tara Szwabowski, John Burns Construction Company- Co-Chair

Annie-Beryl Akuamoah- Peoples Gas
Don Biernacki- Related Midwest
Dan Burke- Chicago Department of Transportation
Eileen Chin- R.M Chin & Associates
Joe Cushing- Cushing
Nosa Ehimwenman- Bowa Construction
Fred d'Escoto- d'Escoto, Inc.
Greg Faulkner- Trice Construction Co.
Kevin Fuhr- Lochmueller Group
Jack Hartman- SDI
Stephanie Hickman- Trice Construction Co.
Rashod Johnson- Ardmore Roderick
Tom Johnson- Better Business Bureau

Ron Kaminski- HBK Engineering, LLC
Ryan Kennedy- Joel Kennedy Constructing
Sara Knight- Strata Earth Services
Jon Leach- Chico & Nunes, P.C.
Rozmene Makhani- SQN Associates, LLC
Maureen O'Gara Jung- Broadway Electric
Peter Ousley- d'Escoto, Inc.
Kimberly Slaughter, HNTB
Brien Spoden, DSP Insurance Services
Cherryl Thomas- Ardmore Roderick
LeeAnn Tomas-Foster- Arcadis
Alan Weber- People's Gas & North Shore Gas
Anne Bigane Wilson- Bigane Paving Co.

2020 C&T AWARDS HONOREES

2020 Construction Award:

Bear Construction
Old Chicago Main Post Office

2020 Transportation Award:

Chicago Department of Transportation
Navy Pier Flyover

2020 Leadership in the Public Sector Award:

Dr. Suzet McKinney
CEO/Executive Director, Illinois Medical District

2020 Professional Services Award:

LeeAnn Tomas-Foster
City Executive, Arcadis

2020 Rufus Taylor Award:

Nosa Ehimwenman
President & CEO, Bowa Construction



SPONSORSHIP OPPORTUNITIES

As a sponsor of the Construction & Transportation Awards, your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR—\$25,000

Pre-Event

- All pre-event marketing pieces featuring “March of Dimes Construction & Transportation Awards”, presented by [company name]”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2021 Construction & Transportation Awards where appropriate
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Event save the date and invitations
 - Social media announcements (i.e. Facebook, Instagram and Twitter)
 - Event emails
 - Event website with link to company website
- 30 second video ad included in a pre-event email (ad to be provided by sponsor)
- Use of marks and logo in mutually agreed co-branded custom promotion for Construction & Transportation Awards (March of Dimes final approval)

Day of Event

- Admittance for 20 guests*
- Full-page ad in event program book (inside front or back cover)
- Company logo featured as Presenting Sponsor in the event program book
- Company logo featured 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
- Opportunity to distribute branded materials or collateral to attendees

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 event program as sponsor of a specific category

Post Event

- Recognition as post-event cocktail gathering sponsor
 - Logo featured on cocktail napkins and on signage throughout gathering area
 - Acknowledgement in program book, on media screen and during live program



PLATINUM SPONSOR—\$15,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Social media announcements (i.e. Facebook, Instagram and Twitter)
 - Event emails
 - Event website with link to company website
- Recognition in event releases and media alerts
- 30 second video ad included in a pre-event email (ad to be provided by sponsor)

Day of Event

- Admittance for 20 guests*
- Full-page ad in the event program book
- Company logo featured as Platinum sponsor in program book
- Company logo featured on sponsor recognition slide on media screen
- Verbal recognition from stage at event
- Opportunity to distribute branded materials or collateral to attendees

Choice of One Underwriting Opportunity:

- Award Category Sponsor:
 - Company name mentioned as category sponsor by presenter
 - Company representative to present award on stage
 - Company name to appear in program booklet as sponsor of a specific category
- Fund the Mission Sponsor:
 - Logo included on media screens during Fund the Mission, opportunity to have company representative introduce Ambassador Family during the live program
- Registration & Coat Check Sponsor:
 - Logo featured on signage throughout registration and coat check areas

GOLD SPONSOR—\$10,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Event invitations
 - Social media announcements (i.e. Facebook, Instagram and Twitter)
 - Event emails

Day of Event

- Admittance for 10 guests*
- Logo featured on signage and napkins throughout cocktail reception
- Half-page ad in the event program book
- Company logo featured as Gold sponsor in event program book
- Company logo featured on sponsor recognition slide on media screen
- Verbal recognition from stage at event
- Opportunity to distribute branded materials or collateral to attendees



SILVER SPONSOR—\$5,000

Pre-Event

- Logo recognition on event website with link to company website

Day of Event

- Admittance for 10 guests*
- Half-page ad in the event program book
- Company name featured as Silver sponsor in event program book
- Company name listed on sponsor recognition slide on media screen

BRONZE SPONSOR—\$3,000

Pre-Event

- Name recognition on event website with link to company website

Day of Event

- Admittance for 10 guests*
- Company name featured as Bronze sponsor in event program book
- Company name listed on sponsor recognition slide on media screen

FUND THE MISSION

In addition to, or in lieu of a sponsorship contribution, a 100% tax deductible gift can be made as a general donation or as a tribute to a 2021 honoree or the 2021 Ambassador Family. With a donation, you join March of Dimes in the fight for the health of moms and babies.

*Early Bird Incentive: All sponsors that commit their support by July 1 will receive a Champagne toast for each guest.



COMMITMENT FORM

2021 CONSTRUCTION AND TRANSPORTATION AWARDS— OCTOBER 1, 2021

Early Bird Incentive: All sponsors that commit their support by July 1 will receive a Champagne toast for each guest.

Company/Donor Name

Please indicate how you wish to be listed on digital/printed materials

Primary Contact

Address

City

State

ZIP code

Phone

Email

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

☐ I/We would like to make a 100% tax-deductible Fund the Mission gift in the amount of \$ _____.

Signature

Date

(My signature indicates authorization to make this commitment on behalf of my company.)

Payment options (payment is due no later than September 1, 2021):

- ☐ Check enclosed (payable to March of Dimes)
☐ Credit card (Card payments can also be made at marchofdimes.org/events/constructionandtransportation)

Credit card number

Expiration date

Security code

Name as it appears on card

Billing address (if different from above)

Signature of card holder

Please mail checks to:

March of Dimes
Attn: 2021 C&T Awards- Chicago
P.O. Box 18819
Atlanta, GA 31126

Questions or details about the event contact:

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