

A photograph of a woman with dark curly hair, seen from the side, kissing a young child on the cheek. The child is looking towards the camera with a slight smile. The background is a bright, indoor setting, possibly a home or a child's play area.

# 27<sup>th</sup> 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 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.

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](http://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:**

Sonya DeJesus  
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