

BLACK TIES FOR BABIES



March of Dimes Black Ties for Babies 2021 Partnership Opportunities

Saturday, November 6th at the Omni Hotel/ Seaport in Boston

MOST RECOGNIZED HEALTH CHARITY AND ISSUE BY MOMS



name
recognition
among Moms
in the U.S.



of Moms agree
maternal and child
health issues are
serious risks



of Moms say the
work of MOD fits
their values



The March of Dimes imagines a world where every mom and baby are healthy regardless of wealth, race or geography. Our goal is to end preventable maternal risk and death, preterm birth and infant death and to end the health equity gap.

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 medical professionals and to moms before, during and after pregnancy.
- Work to **end the health equity gap** and partner with companies committed to help and mobilizing local communities through events.

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, while black babies are 130% more likely to die during childbirth, followed by Native American and Hispanic babies.
- Every day 2 women die from pregnancy related causes making the U.S. the most dangerous developed country to give birth, while moms of color are 3x more likely to die compared to white moms.

IN THE LAST YEAR:

- 4 million babies benefited from our research, while 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. 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 care through our Supportive Pregnancy Care program.
- 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. We funded research for Covid-19 treatments for pregnant women and ensured inclusion of women of color.
- Provided resources and network to families and medical experts to come together during the COVID-19 pandemic.

2021 BLACK TIES FOR BABIES GALA

We invite you to discuss the variety of options available for Black Ties for Babies sponsorship to help you reach an active and engaged audience. We can create a program that meets your goals, objectives and target audience in your area, and even across the country.



We will follow CDC guidelines and are prepared to provide an exciting Black Ties for Babies Gala on Saturday, November 6th at the new Omni Hotel in the Seaport in Boston with M.C. Candy O'Terry, and Chair/Honorees Macey Russell and Dr. Jacques Carter from the Augustus White III Institute for Healthcare Equity, and our Ambassador Families.

We will reintroduce the important work of the March of Dimes and showcase where the organization has been, and where we are going. There will be a VIP gathering, followed by a reception and a meaningful program, highlighting our sponsors and families. Be ready to take part in bidding on a few fabulous items. We are expecting 250+ prominent leaders to attend the event. Covis Pharma is committed to be our Presenting Sponsor for the Pharmaceutical Industry for the evening. Other sponsors thus far include Teneo, Brigham and Women Hospital, Beth Israel Lahey Hospital, Tufts, Allways Health, and Sunlife Financial.

PRESENTING SPONSOR—\$50,000

The Presenting Partner will be spotlighted as the premier partner with exposure with the company logo on promotional materials and local social media, personalized staff support for promotional activities, employee engagement activities, and direct support for mission impact programs. Through this partnership, the Presenting Partner will be regarded as an important MOD supporter in the fight to end premature birth, improve maternal health and access to care, and to end the health equity gap.

Pre-Event

- Recognition with company logo as the Presenting Partner in public relations and media efforts of all pre-marketing pieces, including all event related correspondence, emails, website, and invitations.
- Boston Black Ties for Babies Committee opportunity for employee.
- Use of trademark and logo in mutually agreed co-branded custom promotion for Black Ties for Babies.

Day-of Event

- Two tables (20 guests).
- Logo/name recognition as Presenting Sponsor in the event program and any event signage.
- Verbal and logo recognition included in day-of presentation.
- Opportunity to give “welcome or thank you address”. Messaging to be approved by March of Dimes.
- Spotlighted with company logo on the screens in the ballroom before the program starts.
- Opportunity to provide item for goody bag.
- Company logo will be uploaded 50 times to the historic March of Dimes 2021 Photo Mosaic (which is a digital photomosaic, consisting of March of Dimes family images. Our constituents earn the right to upload images for their fundraising efforts).
- Spotlighted on the following event components:
 - Cocktail table (high boys in the room) sponsor
 - Registration / Check out
 - VIP Event Sponsor

Post-Event

- Company logo on all post event related correspondence to guests.
- Company logo in the social announcement with photo.
- Sponsor video included in thank you email day after event to guests.



PLATINUM—\$25,000

The Platinum Partner will be highlighted with the company logo on promotional materials and local social media. Through this partnership, the Platinum Partner will be regarded as an important MOD supporter in the fight to end premature birth, improve maternal health and access to care, and to end the health equity gap.

Pre-Event

- Recognition as a Platinum Partner in public relations and media efforts in all pre-marketing pieces, including all event related correspondence, emails, website, Facebook, and invitations.

Day-of Event

- One table (10 guests).
- Logo/name recognition as Platinum Sponsor in the event program and any event signage.
- Verbal and logo recognition included in day-of presentation.
- Spotlighted with company logo on the screens in the ballroom before the program starts.
- Opportunity to provide item for goody bag.
- Company logo will be uploaded 25 times to the historic March of Dimes 2021 Photo Mosaic (which is a digital photomosaic, consisting of March of Dimes family images. Our constituents earn the right to upload images for their fundraising efforts).
- Spotlighted on the following event components:
 - Notes on tables with QR code story access
 - Silent Auction Sponsor

Post-Event

- Company listing on all post event related correspondence to guests.
- Company listing in the social announcement with photo.

GOLD - \$15,000

The Gold Partner will enjoy great exposure with the company listing on promotional materials and local social media. Through this partnership, the Gold Partner will be regarded as an important MOD supporter in the fight to end premature birth, improve maternal health and access to care, and to end the health equity gap.

Pre-Event

- Recognition as a Gold Partner with Company listing in all event related correspondence, emails, website, Facebook, and invitations.

Day-of Event

- One table (10 guests).
- Company listing as Gold Sponsor in the event program and any event signage.
- Verbal recognition on day-of presentation.
- Spotlighted with company listing on the screens in the ballroom before the program starts.
- Opportunity to provide item for goody bag.
- Company logo will be uploaded 15 times to the historic March of Dimes 2021 Photo Mosaic (which is a digital photomosaic, consisting of March of Dimes family images. Our constituents earn the right to upload images for their fundraising efforts).
- Spotlighted on the following event components:
 - Valet parking sponsor
 - Bid Card Sponsor

Post-Event

- Company listing on all post event related correspondence to guests.
- Company listing in the social announcement.

SILVER —\$10,000

The Silver Partner will enjoy great exposure with the company listing on promotional materials and local social media. Through this partnership, the Silver Partner will be regarded as an important MOD supporter in the fight to end premature birth, improve maternal health and access to care, and to end the health equity gap.

Pre-Event

- Recognition as a Silver Partner with Company listing in all event related correspondence, emails, website, and invitations.

Day-of Event

- One table (10 guests).
- Company listing as Silver Sponsor in the event program and any event signage.
- Spotlighted with company listing on the screens in the ballroom before the program starts.
- Opportunity to provide item for goody bag.
- Company logo will be uploaded 10 times to the historic March of Dimes 2021 Photo Mosaic (which is a digital photomosaic, consisting of March of Dimes family images. Our constituents earn the right to upload images for their fundraising efforts).
- Spotlighted on the following event component:
 - Valet Parking Sponsor

Post-Event

- Company listing on all post event related correspondence to guests.
- Company listing in the social announcement.



BRONZE —\$5,000

The Bronze Partner will enjoy exposure with the company listing on promotional materials and local social media. Through this partnership, the Bronze Partner will be regarded as an important MOD supporter in the fight to end premature birth, improve maternal health and access to care, and to end the health equity gap.

Pre-Event

- Recognition as a Bronze Partner with Company listing in all event related correspondence, emails, website, and invitations.

Day-of Event

- 5 guests
- Company listing as Bronze Sponsor in the event program and any event signage.
- Spotlighted with company listing on the screens in the ballroom before the program starts.
- Company logo will be uploaded 5 times to the historic March of Dimes 2021 Photo Mosaic
- Spotlighted on the following event component:
 - Valet parking sponsor

Post-Event

- Company listing on all post event related correspondence to guests.
- Company listing in the social announcement.

FUND THE MISSION OPPORTUNITIES:

ACCESS TO CARE: \$500*

CREATE POSITIVE CHANGE: \$1000*

ENSURE HEALTH PREGNANCIES: \$1500*

CLOSE THE HEALTH EQUITY GAP: \$2000*

SAVE LIVES: \$2500*

- For all Fund the Mission sponsorships, Company/Name and level listing in the program and on table and sign. (all donations are 100% tax deductible)



2021 SPONSORSHIP COMMITMENT

BLACK TIES FOR BABIES GALA / NOVEMBER 6/ OMNI HOTEL/ SEAPORT/ BOSTON

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 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 (To make a payment please visit the special event website)
- ☐ Please send an invoice to the address above for our commitment.

Please send payment to our Centralized 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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Director Donor Development
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508-735-6805