

# **2022 PARTNERSHIP PROPOSAL**

**WHEN: September 20, 2022**

**WHERE: Chateau Luxe**

**1175 E. Lone Cactus Dr. Phoenix, AZ 85024**



## **MARCH OF DIMES IMAGINES A WORLD WHERE EVERY MOM AND BABY IS HEALTHY REGARDLESS OF WEALTH, RACE, GENDER OR GEOGRAPHY.**

**Our goal is to end preventable maternal risk and death, end preterm birth and infant death and close the health equity gap.**

### **OUR ORGANIZATION DOES THIS BY:**

- Supporting research to find solutions so every family gets the best possible start.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms throughout their pregnancies.
- Educating health professionals to improve mom and baby care.
- 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:**

- The U.S. remains among the most dangerous developed for childbirth, especially for families of color.
- Each year, one woman dies every 12 hours from pregnancy-related causes, and 1 in 10 babies is born too soon.
- Women of color are up to 50 percent more likely to give birth preterm and their children can face a 130 percent higher infant death rate.
- This year alone, more than 360,000 babies will be born preterm.
- A significant racial disparity in maternal death exists with Black women being 3 times more likely to die from pregnancy compared to White women.

### **IN THE LAST YEAR:**

- 4,000,000 babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- More than 50,000 families were supported through our NICU Initiatives, including the NICU Family Support® program and the MY NICU Baby® and Mi Bebé en la NICU apps.
- We offered training to 35,000 health care providers to educate them on mitigating bias, stigma and systemic racism in care settings and on best practices to improve maternal and infant outcomes.
- Our advocates helped pass 34 new pieces of legislation to support thousands of underserved women, including passage of the federal law, the American Rescue Plan Act of 2021.

### **COVID-19:**

The pandemic is putting mom and baby health even more at risk. Your support provides:

- Research for COVID-19 treatments to ensure they're inclusive and safe for pregnant and lactating women.
- Advocating efforts needed to help families impacted by COVID-19.
- Resources and training for doctors and nurses in the ICU and NICU who fight 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

# PARTNERSHIP OPPORTUNITIES

	Presenting Sponsorship \$25,000	Platinum Sponsorship \$15,000	Gold Sponsorship \$10,000	Silver Sponsorship \$5,000
Event speaking opportunity	X			
Tickets for <i>premiere</i> nominee night	10	10	5	2
Award category and presenter	X	X	X	
Logo/name exposure on online streaming platform for virtual pre-events	X	X	X	X
Logo/name exposure in online waiting room prior to virtual pre-events	X	X	X	X
Table of 10 guests	3	2	1	1
Ad in program booklet (color)	Full page + ½ page CNO spotlight	Full page	½ page	Company logo
Featured on cover of post-event publication	X			
Ad + message in post-event printed publication (if available)	½ page + ½ page company highlight	¼ page + ½ page company highlight	¼ page+ message from company	Company logo
Brand inclusion—# social media posts	6-including: CNO spotlight, thank you, company highlight	4-including: Thank you, company highlight	3-including: Thank you	2-including: Thank you
Social media brief tailored to you and your company (date of your choosing with MOD)	1 month: 2 posts per week	2 weeks: 2 posts per week		
Brand inclusion—post event printed posters	X	X	X	
Brand Inclusion—Save the dates-digital/printed	X	X	X	
Brand inclusion—invitations-digital/printed	X	X	X	
Brand inclusion—logo - event website (with link)	X	X	X	X
Brand inclusion—event emails	X	X	X	X
Brand inclusion—event signage	X	X	X	X

# PARTNER RECOGNITION

**As a partner of Heroes in Action, your company will receive the following benefits throughout the campaign:**

## **PRESENTING—\$25,000**

### **Pre-event**

- Event will be referred to as March of Dimes Arizona Heroes In Action Awards PRESENTED BY:
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2022 Heroes In Action Awards where appropriate
- Use of March of Dimes logo (with approval)
- Pre-event marketing pieces featuring your company as a Presenting Sponsor with logo/listing on:
  - Event save the dates and invitations (digital/printed)
  - Event emails
  - Event website
- 4 social media posts, including:
  - CNO spotlight
  - Company highlight
  - Nurse of your choice highlight
- Social media brief tailored to you and your organization (date of your choosing with March of Dimes)
  - Topic to be chosen with March of Dimes
  - 1 month: 2 posts per week
- Opportunity to serve on Heroes In Action Committee

### **Day of event**

- Logo/name recognition as Presenting Sponsor in digital/printed program booklet
- One (1) full page ad in digital/printed program booklet on the inside cover
- Half (½) page print CEO spotlight in digital/printed program booklet
- Logo/name recognition as Presenting Sponsor throughout event
- Opportunity to give a “welcome address” guests at event. Time and messaging to be approved by March of Dimes.
- Ten tickets to nominee night & three tables for awards luncheon
- Logo exposure on online streaming platform for virtual pre-events
- Logo exposure in online waiting room prior to virtual pre-events



## Award categories

- Opportunity to sponsor **Distinguished Heroes in Action Award**
  - Opportunity for company representative to present award at the event
  - Company name mentioned as category sponsor by presenter during event
  - Company name and logo to appear in digital/printed program booklet as sponsor of a specific category
- Opportunity to present Legacy Award to a nurse of company's choosing/or choose ambassador family, with approval from March of Dimes—**must be chosen by July 1**

## Post-event

- 2 social media posts:
  - Thank you
  - Highlight of your choice from event
- Logo on all event follow-up emails
- Logo featured on post-event printed posters
- Featured on cover of post-event printed publication
- ½ page ad and ½ page highlight of your organization in post-event printed publication



# PARTNER RECOGNITION

As a partner of Heroes in Action, your company will receive the following benefits throughout the campaign:

## PLATINUM—\$15,000

### Pre-event

- Company logo on event save the date and event invitations (digital/printed)
- Company logo with hyperlink on event website
- Event social media announcements - 3, including:
  - Company highlight
- Logo featured in event emails
- Social media brief tailored to you and your organization (date of your choosing with March of Dimes)
  - Topic to be chosen with March of Dimes
  - 2 weeks: 2 posts per week
- Opportunity to sit on the (insert market here) Heroes In Action Event Committee

### Day of event

- Full-page, color ad in digital/printed program booklet (inside or back cover)
- Logo/name recognition as Platinum Sponsor in the digital/printed program booklet
- Logo/name recognition as Platinum Sponsor throughout the event
- Verbal recognition as Platinum Sponsor during the event
- Logo exposure on online streaming platform for pre-events
- Logo exposure in online waiting room prior to pre-events

### Award category

- Sponsor an award category
- Company representative to present award
- Company name mentioned as category sponsor by presenter during live event
- Company name and logo to appear in digital/printed program booklet as sponsor of a specific category

### Post-event

- 1 social media post:
  - Thank you
- Logo on all event follow-up emails
- Logo featured on post-event printed posters
- ¼ page ad and message from your organization in post-event printed publication

# PARTNER RECOGNITION

As a partner of Heroes in Action, your company will receive the following benefits throughout the campaign:

## **GOLD—\$10,000**

### **Pre-event**

- Pre-event marketing pieces featuring your company as a Gold Sponsor with logo on:
  - 2 event social media announcements with link to website
  - Event save the dates and invitations (digital/printed)
  - Event emails
  - Event website with link to company website

### **Day of event**

- Half-page color ad in the digital/printed program booklet
- Logo recognition featured in digital/printed program booklet
- Logo recognition throughout event
- Verbal recognition during event
- Logo exposure on online streaming platform for virtual pre-events
- Logo exposure in online waiting room prior to virtual pre-events
- Ten tickets for premiere night and

### **Award category**

- Sponsor an award category
  - Company representative to present award during event
  - Company name mentioned as category sponsor by presenter during event
  - Company logo to appear in digital/printed program booklet as sponsor of a specific category

### **Post-event**

- 1 social media post:
  - Thank you
- Logo on all event follow-up emails
- Logo featured on post-event printed posters
- ¼ page ad and message from your organization in post-event printed publication

# PARTNER RECOGNITION

As a partner of Heroes in Action, your company will receive the following benefits throughout the campaign:

## **SILVER—\$5,000**

### **Pre-event**

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
  - All event emails
  - Company name on website
  - 1 social media post
  - Event save the dates and invitations (digital/printed)

### **Day of event**

- Logo/name recognition featured in digital/printed program booklet
- Logo/name recognition featured on sponsor recognition slide throughout event
- Verbal recognition during event
- Logo exposure on online streaming platform for virtual pre-events
- Logo exposure in online waiting room prior to virtual pre-events

### **Post-event**

- Logo on all event follow-up emails
- 1 thank you social media post
- Message from organization in post-event printed publication



# OTHER PARTNERSHIP OPPORTUNITIES

## FUND THE MISSION GIFT

Gifts are 100 percent tax-deductible.

Verbal recognition at event.

## MATCHING GIFT

- Matching gifts are 100 percent tax-deductible and will be used to match other donations made during the campaign.
- Opportunity includes onscreen logo inclusion and verbal recognition during presentation.

Additional opportunities include underwriting expenses of the event to include, but are not limited to:

- Meal sponsor
- Wine sponsor
- Print sponsor



# 2022 SPONSORSHIP COMMITMENT

## Arizona Heroes In Action Awards 2022

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Company name/donor

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Please indicate how you wish to be listed on printed materials

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Primary contact

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Address

---

City

State

ZIP code

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Phone

Fax

Email

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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 percent tax-deductible  
gift in the amount of \$\_\_\_\_\_.

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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 via credit card, please call March of Dimes Customer Service at 1-888-663-4637)
- ☐ Please send an invoice to the address above for our commitment.
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### Please send payment to our Centralized Accounts Team:

March of Dimes  
Donation Processing Center  
PO Box 18819  
Atlanta, GA 3112

### Questions or details about the event contact:

Chelsey McHale  
(480) 276-8998  
cmchale@marchofdimes.org

# 2022 AWARD CATEGORIES

## PUBLIC HEALTH NURSING

Population-based care such as school nurses, occupational nurse, prison nurse, public health nurse and community health nurse.

## EDUCATION AND RESEARCH

Nurses who've made significant contributions in education or the professional development of nursing professionals and/or nursing research. Including, but not limited to, clinical nurse leaders, nurse educators, instructors, nurse researchers or professors.

## FRIEND TO NURSING

No nursing degree required, but allowable for those working in non-direct care roles. Works closely with nurses to complement direct nursing care, which could include, but is not limited to: pharmacy, IT, vendors, janitorial, nurse assistants, patient services, infection control and occupational health.

## DIVERSITY AND ADVOCACY

Nurse who demonstrates excellence within their specialty while exemplifying commitment to advancing the principles of diversity and inclusion and advocates for the promotion of diversity within the field of nursing.

## EXCELLENCE IN MCH (Maternal Child Health)

Recognizes an administrator or provider who demonstrates excellence, compassion and dedication in embodying the mission and vision of March of Dimes by promoting healthy moms and strong babies. The recipient is an effective leader serving the clinical community and/or general community fighting effectively and passionately to advance the health of every mom and baby.

## HEALTHCARE TECHNOLOGY PARTNER

Recognizes a technology partner (or vendor) within a hospital setting or in the MCH Field (i.e. medical device equipment).

## INNOVATIVE AND NON-TRADITIONAL NURSING

Nurses who practice in non-traditional settings such as: informatics, holistic/integrative healing, quality improvement, legal nurse consultants, entrepreneurial nursing and global/humanitarian nursing.

## LEADERSHIP

Nurses who have demonstrated exceptional leadership in nursing and/or patient care.

## MENTAL HEALTH

Nurses who practice in the areas of mental health, including: behavioral health and chemical dependency.

## NEONATAL

Nurses specializing in the care of neonates, working in newborn nursery, Level II and the neonatal intensive care unit (NICU).

## ONCOLOGY

Nurses who care for and educate patients who have cancer. Includes nurses who work in the community, provide inpatient and outpatient care and cancer hospice care.

## PEDIATRIC

Nurses specializing in the care of children working in pediatric intensive care unit (PICU), general pediatric units, pediatric clinics and pediatric rehabilitation.

## RISING STAR

Nurses in their first two years of practice who exemplify outstanding patient care, leadership and professionalism.

## CRITICAL CARE/EMERGENCY

Registered Nurses who work in adult ICU/CCU, IMC. Cardiac Catheterized lab and special procedures PTCA interventional Radiology, Emergency Department (adult and pediatric), Flight, Ambulance, Pre-hospital and Telephone Triage.

## STUDENT NURSE

Students enrolled in either a BSN or an ADN, with a minimum GPA of 3.25, who has assumed a leadership role in nursing student organization as well as exemplified outstanding participation within the community. *Only nursing faculty* may nominate students for this category.

## SPECIAL AWARD:

### DISTINGUISHED NURSE OF THE YEAR

An outstanding nurse whose practice over the past 10 years demonstrates significant contributions to nursing through professional, community and personal achievements.