

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 clinic.

**Become a Partner**

**Oklahoma Nurse of the Year Awards**  
**Riverwind Casino and Showplace Theatre**  
**October 3, 2019**

**SPONSORSHIP PROPOSAL**



## **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 collaborative.
- 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 NURSE OF THE YEAR

Oklahoma Nurse of the Year is an awards event and fundraiser that brings together the community to recognize nurse excellence and achievements in Oklahoma. Awards will be presented to the most outstanding nurses in 17 different nursing categories.

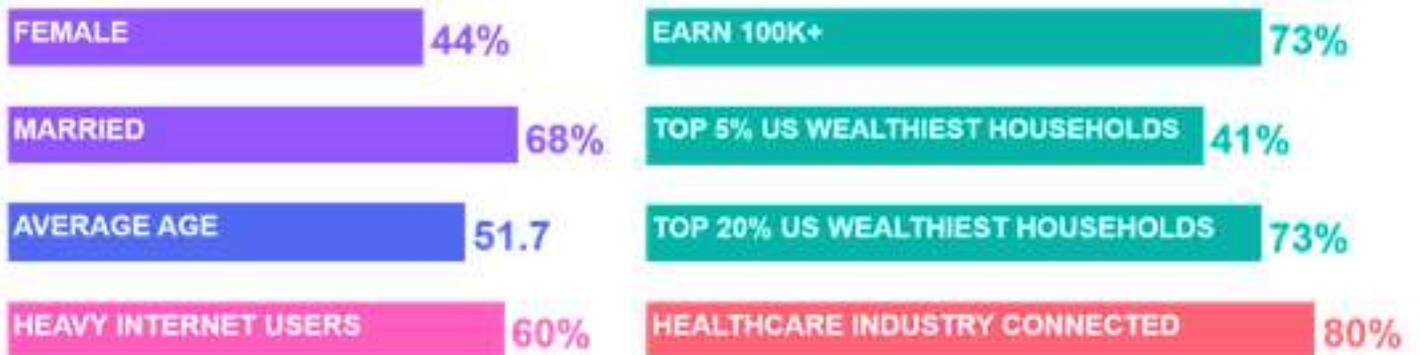
Nurses are nominated by peers, managers, supervisors or even the families they have impacted. Each nomination is carefully reviewed and scored by a committee of CNO's and Nurse Educators and other leaders from the community.



*Images from the 2018 Oklahoma Nurse of the Year event.*

We invite you to discuss the variety of options available for Nurse of the Year 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





# SPONSORSHIP OPPORTUNITIES

As a sponsor of 2019 Oklahoma Nurse of the Year Presenting Sponsor, 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 2019 Oklahoma Nurse of the Year presented by “your company”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2019 Nurse of the Year where appropriate
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
  - Event invitations
  - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
  - Geo-targeted event emails
  - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for Nurse of the Year (March of Dimes final approval)
- Opportunity to sit on the Leadership Committee

### Day of event

- Two (2) tables of 10 seats
- Logo/name recognition as Presenting Sponsor in the event program
- Logo/name recognition 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

### 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 program booklet as sponsor of a specific category



### Local Mission Activation:

- With an *additional investment* YOUR Company can make a local impact outside of the event by providing the opportunity for local healthcare providers to strengthen their skills in working with families who have a baby in the Newborn Intensive Care Unit (NICU).
- **This added level of sponsorship provides:**
  - Opportunity for exposure with local health care staff to support their professional growth on topics not necessarily covered in nursing or medical school
  - Improved patient experience; the number one priority of hospital CEO's

LIVE WORKSHOP	2 OPTIONS	RECORDED VIDEO
\$7,500 AS STANDALONE TRAINING OR UPGRADE TO SPONSORSHIP	• \$2,500 EACH • AS UPGRADE TO SPONSORSHIP ONLY	

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# PLATINUM SPONSOR—\$10,000

## Pre-event

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
  - Event invitations
  - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
  - Geo-targeted event emails
  - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for [event name] (March of Dimes final approval)
- Opportunity to sit on the Leadership Committee

## Day of event

- One (1) table of 10 seats
- Full-page ad in the event program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- Additional tables can be purchased for \$1,500 each

## 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 program booklet as sponsor of a specific category

## Local Mission Activation:

- With an *additional investment* YOUR Company can make a local impact outside of the event by providing the opportunity for local healthcare providers to strengthen their skills in working with families who have a baby in the Newborn Intensive Care Unit (NICU).
- **This added level of sponsorship provides:**
  - Opportunity for exposure with local health care staff to support their professional growth on topics not necessarily covered in nursing or medical school
  - Improved patient experience; the number one priority of hospital CEO's

LIVE WORKSHOP	2 OPTIONS	RECORDED VIDEO
\$7,500 AS STANDALONE TRAINING OR UPGRADE TO SPONSORSHIP	• \$2,500 EACH • AS UPGRADE TO SPONSORSHIP ONLY	

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# GOLD SPONSOR—\$7,500

## Pre-event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
  - Event invitations
  - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
  - Geo-targeted event emails
- Use of March of Dimes logo (with approval)
- Opportunity to sit on the Leadership Committee

## Day of event

- One (1) table of 10 seats
- Half-page ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- Additional tables can be purchased for \$1,500 each

## 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 program booklet as sponsor of a specific category

## Local Mission Activation:

- With an *additional investment* YOUR Company can make a local impact outside of the event by providing the opportunity for local healthcare providers to strengthen their skills in working with families who have a baby in the Newborn Intensive Care Unit (NICU).
- **This added level of sponsorship provides:**
  - Opportunity for exposure with local health care staff to support their professional growth on topics not necessarily covered in nursing or medical school
  - Improved patient experience; the number one priority of hospital CEO's

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# CATEGORY SPONSOR (SILVER)—\$5,000

## Day of event

- One (1) table of 10 seats
- Half-page ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Additional tables can be purchased for \$1,500 each

## 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 program booklet as sponsor of a specific category

## Local Mission Activation:

- With an *additional investment* YOUR Company can make a local impact outside of the event by providing the opportunity for local healthcare providers to strengthen their skills in working with families who have a baby in the Newborn Intensive Care Unit (NICU).

### This added level of sponsorship provides:

- Opportunity for exposure with local health care staff to support their professional growth on topics not necessarily covered in nursing or medical school
- Improved patient experience; the number one priority of hospital CEO's

LIVE WORKSHOP	2 OPTIONS	RECORDED VIDEO
\$7,500 AS STANDALONE TRAINING OR UPGRADE TO SPONSORSHIP	• \$2,500 EACH • AS UPGRADE TO SPONSORSHIP ONLY	

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## **TABLE SPONSOR (BRONZE)—\$2,500**

### **Event benefits**

- One (1) table of 10 seats
- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide

## **TRIBUTE GIFT**

- Tribute gifts are 100% tax-deductible gift made in honor of [name].
- Opportunity includes onscreen logo inclusion and verbal recognition from the stage.
- A special card will be sent sharing that a gift has been made in his or her name.



# 2019 SPONSORSHIP COMMITMENT

## OKLAHOMA NURSE OF THE YEAR

\_\_\_\_\_  
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 Foundation  
Donation Processing Center  
PO Box 673667  
Marietta, GA 30006

**Questions or details about the event contact:**  
**Lisa Liston**  
[liston@marchofdimes.org](mailto:liston@marchofdimes.org)  
405-415-1265

### PLEASE ENSURE THE FOLLOWING:

*Email all corporate logos to be used in print materials (if applicable per sponsorship). Files accepted: jpeg, gif, tif with a minimum of 300dpi.*