



A FIGHTING CHANCE FOR EVERY BABY™



Sponsorship Opportunities

5th Annual Ohio Nurse of the Year

Friday, November 3, 2017

Hyatt Regency Columbus

The March of Dimes CARES

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission in a variety of ways.



COMMUNITY

Our programs help moms-to-be in the United States have full-term pregnancies and healthy babies.



ADVOCACY

We advocate for legislation, services and programs that help moms in the United States get care and services to improve their health and the health of their babies.



RESEARCH

We research the serious problems that threaten our babies and work on treating and preventing them.



EDUCATION

From preconception health classes for families-to-be to continuing education for nurses, in every conceivable media, the March of Dimes provides resources to improve maternal and child health.



SUPPORT

Through our online community and in hospitals in the United States, we offer comfort and information to families with a newborn in intensive care.

You can play a vital role in helping us find solutions to combat prematurity and birth defects. We're making breakthroughs to improve the health of moms and babies, and together, we can save billions of dollars and tens of thousands of lives.

Annually in the United States:

- Nearly 4 million babies are born, and about 380,000 of those are preterm.
- 120,000 babies come into this world with a birth defect.
- Almost 23,500 babies die before reaching their first birthday.
- The societal cost of premature birth is \$26.2 billion.

In the last year:

- We funded research grants totaling nearly \$24 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 90,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- 15,700 babies received lifesaving surfactant therapy, developed by March of Dimes researchers.

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.
MOD investment —research and community grants funded in 2015.

About Nurse of the Year

Nurse of the Year Awards (NOTY) is an awards event and fundraiser that brings together the health care community to recognize nursing excellence and achievements in research, education, quality patient care, innovation and leadership. Eighteen awards will be presented to the most outstanding nurse within each category.

Nurses are first nominated by peers, nurse managers, supervisors or even the families they have impacted. Following, each nurse is asked to submit an application to be considered. Each application is carefully reviewed and scored by a committee of Chief Nursing Officers and other nurse leaders from the health care community.



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 and objectives and targets audiences in your area, and even across the country. Together we can reach key audiences in your community.

National Demographic Appeal

FEMALE 44%

MARRIED 68%

AVERAGE AGE 51.7

HEAVY INTERNET USERS 60%

EARN 100K+ 73%

TOP 5% US WEALTHIEST HOUSEHOLDS 41%

TOP 20% US WEALTHIEST HOUSEHOLDS 73%

HEALTHCARE INDUSTRY CONNECTED 80%

2017 Sponsorship Commitment Form

Ohio 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 the March of Dimes, as a _____ sponsor
in the amount of \$ _____.

☐ YES, I would like to purchase _____ tickets at \$150 each.

☐ 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 mail original form to:

March of Dimes • 2831 East Main Street, 2nd Floor, Columbus, Ohio 43209
(614) 392-6039 kdooley@marchofdimes.org

2017 Sponsorship Opportunities

As a sponsor of Nurse of the Year, 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 Nurse of the Year, presented by **company name**”
- Recognition as a Presenting Sponsor in all public relations and media efforts pertaining to the 2017 Nurse of the Year Awards
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Event save-the-date and event invitations
 - Event social media announcements (Facebook and Twitter)
 - Event emails
 - All to include company name, tagline, and link to website
 - One to include CEO spotlight
 - One to include company ad
 - 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 Nurse of the Year Event Committee
- 4 tickets to local Signature Chefs Auction event (if committed by September 1)

Day of Event

- Two (2) tables of 10 seats
- Full-page, ad in event program (inside or back cover)
- 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

- Sponsor an Award Category
 - Company representative to present award on stage
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

Platinum Sponsor - \$15,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - 2 social media messages highlighting your company with hyperlink to your website
 - Event emails
 - Event TV ads (if applicable)
 - Event print ads (if applicable)
 - 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 Nurse of the Year Event Committee
- 4 tickets to local Signature Chefs Auction event (if committed by September 1)

Day of Event

- One (1) table of 10 seats
- One (1) table of 8 seats with 2 additional seats for selected March of Dimes Nurse of the Year finalists
- 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

Award Category

- Sponsor an Award Category
 - Company representative to present award on stage
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

Gold Sponsor - \$10,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - 2 social media messages highlighting your company with hyperlink to your website
 - Event emails
 - Event print ads (if applicable)
- Use of March of Dimes/Nurse of the Year logo (with approval)
- Opportunity to sit on the Nurse of the Year Event Committee
- Feature story included in March of Dimes email to Ohio constituents

Day of Event

- One (1) table of 8 seats with 2 additional seats for selected MOD nurse of the year finalists
- 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

Award Category

- Sponsor an Award Category
 - Company representative to present award on stage
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

Silver Sponsor - \$5,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
 - Event Print Media (if applicable)
 - Event emails
 - Event social media announcements (Facebook and Twitter)
- Use of March of Dimes/Nurse of the Year logo (with approval)

Day of Event

- One (1) table of 8 seats with 2 additional seats for selected MOD nurse of the year finalists
- 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

Award Category

- Sponsor an Award Category
 - Company representative to present award on stage
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

Bronze Sponsor - \$2,500

Event Benefits

- One (1) table of 8 seats with 2 additional seats for selected March of Dimes nurse of the year finalists
- Sponsor an Award Category
- Company representative to present award on stage
- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage as a Bronze Sponsor

Table Sponsor - \$1,500

Day of Event

- One table of 8 seats with 2 additional seats for selected March of Dimes nurse of the year finalists
- Company signage included on the table

Tribute Gift

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