



MARCH OF DIMES

Oklahoma Heroes in Action

*Celebrating outstanding
nurses and maternal and
infant health providers*

SPONSORSHIP OPPORTUNITIES

WHEN

Nov. 3, 2022

WHERE

Embassy Suites Downtown Medical Center

ABOUT MARCH OF DIMES

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. Black women are 50% more likely to give birth prematurely than white women
- 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 addition to the human toll, the societal cost of premature birth is more than \$25.2 billion per year.

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 Beb  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 OKLAHOMA HEROES IN ACTION

The **Oklahoma Heroes in Action (formerly Nurse of the Year)** is an awards event and fundraiser that celebrates the healthcare community to recognize excellence and achievements in research, education, quality patient care, innovation and leadership. Each award will be presented to the most outstanding nurse or individual within each of the selected categories

Individuals are first nominated by peers, managers, supervisors or even the families they have impacted. Following the nomination, each individual 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 leaders from the health care community in the state of Oklahoma.

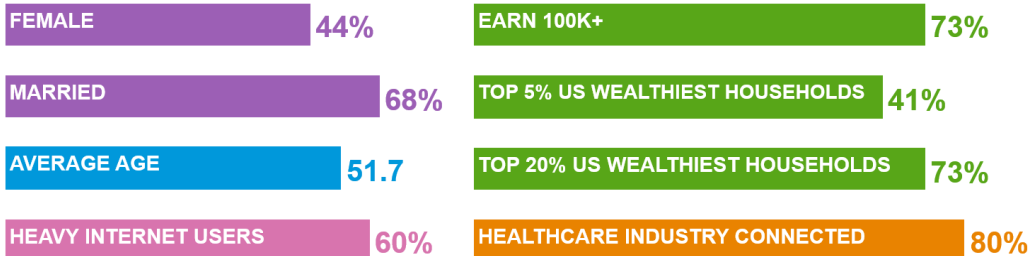
Now in our 13th year, we're thrilled to be able to offer both an in-person experience (following all current COVID-19 safety guidelines) and the ability to participate virtually!

The March of Dimes believes 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.



NATIONAL DEMOGRAPHIC APPEAL

We invite you to discuss the variety of options available for an Oklahoma 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 Oklahoma, and even across the country. Together we can reach key audiences in your community.



2022 Oklahoma Heroes in Action Sponsorship Grid

	Presenting Sponsor \$25,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$6,000	Bronze Sponsor \$3,000
Includes:					
Event Speaking Opportunity	x				
Award Category & Presenter	x	x	x	x	
Ad in Program Booklet (color)	Full Page + ½ Page CNO Spotlight	Full Page	Half Page	Company Logo	Company Logo
Brand Inclusion - # Social Media Posts	3-including: CNO Spotlight, Thank you, Company highlight	2-including: Thank You	2-including: Thank You	1-including: Thank You	
Social Media Brief tailored to you and your organization (date of your choosing with MOD)	1 month: 2 posts per week	x	x		
Brand Inclusion - Save the Dates	x	x	x		
Brand Inclusion – Invitations (Electronic)	x	x	x	x	
Brand Inclusion - Event Website (with link)	x	x	x	x	
Brand Inclusion - Event Signage	x	x	x	x	
Brand Inclusion - Event Emails	x	x	x	x	

2022 Sponsorship Opportunities

Presenting Sponsor - \$25,000

Pre-Event

Recognition as a the exclusive Presenting Sponsor in all public relations and media efforts pertaining to the Oklahoma Heroes in Action (formerly Nurse of the Year).

- Event will be referred to as March of Dimes Oklahoma Heroes in Action awards PRESENTED BY
- Event save-the-date and event invitations
- Event social media announcements (Facebook and Twitter)
- 3 social media messages highlighting your company with hyperlink to your website
- Event emails
- Use of marks and logo in mutually agreed co-branded custom promotion for Oklahoma Heroes in Action (March of Dimes final approval)
- Opportunity to sit on the Oklahoma Heroes in Action Event Committee

Day of Event

- Two (2) tables of 10 seats
- Official sponsor of the pre-event function (cocktail hour); limited to one - other custom activations available
- Opportunity to give a “kick off welcome address” to guests at start of the dinner; Limited time, messaging to be approved by March of Dimes.
- Full-page, color 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
- Verbal recognition as Presenting Sponsor from stage at event
- Logo exposure on online streaming platform
- Logo exposure in online waiting room prior to event
- Logo co-branded with March of Dimes on photo back-drop

Award Category

- Sponsor of two (2) Award Categories
- Company representative to present two awards 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 Gold 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 website with link to company website
 - Use of marks and logo in mutually agreed co-branded custom promotion for Oklahoma Heroes in Action (March of Dimes final approval)
 - Opportunity to sit on the Oklahoma Heroes in Action Event Committee

Day of Event

- One (2) table of 10 seats
- Custom event activation (logo on tribute gifts forms or fund the mission forms)
- Company Logo as stage sponsor
- Full-page, ad in the event program
- Logo/name recognition featured in event program as Gold Sponsor
- Logo/name recognition featured on event signage as Gold sponsor recognition slide
- Verbal recognition from stage at event
- Logo exposure on online streaming platform
- Logo exposure in online waiting room prior to event

Award Category

- Sponsor (2) Award Categories
- 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 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 website with link to company website
 - Use of marks and logo in mutually agreed co-branded custom promotion for Oklahoma Heroes in Action (March of Dimes final approval)
 - Opportunity to sit on the Oklahoma Heroes in Action Event Committee

Day of Event

- One (2) table of 10 seats
- Company Logo as pre-event reception sponsor
- Half page, ad in the event program
- Logo/name recognition featured in event program as Gold Sponsor
- Logo/name recognition featured on event signage as Gold sponsor recognition slide
- Verbal recognition from stage at event

Award Category

- Sponsor one (1) 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 – \$6,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - One (1) Social media message highlighting your company with hyperlink to your website
 - Event emails
 - Use of March of Dimes/Heroes in Action logo (with approval)

Day of Event

- 1 x 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
- Logo exposure on online streaming platform
- Logo exposure in online waiting room prior to event

Award Category

- Sponsor one (1) 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 - \$3,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Bronze Sponsor with listing on:
 - Event invitations
 - Company name on website

Day of Event

- One (1) table of 10 seats
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event

OTHER PARTNERSHIP OPPORTUNITIES

CATEGORY SPONSOR - \$1,500

Day of Event

- Logo/name recognition featured in program booklet
- Logo/name recognition featured on sponsor recognition slide throughout the event
- Company leader to present assigned award with company logo on award.
- Verbal recognition during event

Award Category

- Company name to appear in program booklet as sponsor of a specific category

FUND THE MISSION GIFTS

- Gifts are 100% tax-deductible
- Verbal recognition at the event

TRIBUTE GIFTS

A tribute is a platform to recognize extraordinary nurses who have played a vital role in the healthcare system. It is a personal gift – from chief nursing officers, deans of nursing schools, physicians, executive leaders, nominators, associations and anyone as a way to honor their nurse finalists from their healthcare facility, higher education or category of interest.

- Celebrate your nurses including previous finalists and winners by making a tax-deductible gift to the March of Dimes in their honor
- Acknowledgement in program booklet

TRIBUTE OPPORTUNITIES:

- \$1,500
- \$1,000
- \$750
- \$500
- \$250

OTHER OPPORTUNITIES:

- Reception Sponsor
- Entrance Sponsor
- Registration Table Sponsor
- Stage Sponsor
- Gift Bag Sponsor

2022 Sponsorship Commitment Form

OKLAHOMA HEROES IN ACTION

Company name/donor

Please indicate how you wish to be listed on printed the 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**, we will pay TRIBUTE to Nurses from _____
In the amount of \$ _____.
- ☐ **YES**, we will support March of Dimes, as a _____ Fund the Mission Gift donor
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

Credit card number

Expiration date

Security Code

Name as it appears on card

Billing Address (if different from above)

Signature of Cardholder

Please mail original form to:

March of Dimes • Donations Processing Center • P.O. Box 11819 • Atlanta, GA • 31126

Phone (405) 415-1262 • Email lapplekamp@marchofdimes.org