

# HOPE PARADE

A Walk in Support of NICU Families

ICU baby



INVITATION TO SPONSOR



ICU baby  
Helping. Caring. Supporting NICU Families

# HOPE Parade

## A Walk in Support of NICU Families

Saturday, November 6, 2021 | Tropical Park, Miami

To kick off World Prematurity Month, join us to celebrate families who have had a NICU baby, honor those babies who did not survive, connect with other families and raise awareness within our community about the NICU and ICU baby's support.





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Dear Friends & Colleagues,

It is with great joy and excitement that ICU baby announces its first ever HOPE Parade to gather our community in celebration of NICU babies and families. The fun-walk will help us kick off World Prematurity Month (November) with HOPE - as NICU babies of every age and their families walk, roll, or "stroller" in solidarity to make great strides for NICU families.

We invite you to join us in spirit and in sponsorship. You will have the opportunity to show your support to a stadium full of families and community members who have had a NICU experience. Former NICU babies, of any age, are invited to join as walkers, along with family, friends, health care teams, and community members. Your help to create a moving and memorable morning is critical, as your presence will allow participants to feel the vast and sweeping amount of community support for families with a hospitalized newborn.

ICU baby is the largest volunteer based, nonprofit organization in Florida that supports families with a baby in the Neonatal Intensive Care Unit (NICU). Since being founded in 2014, we have supported nearly 3,500 families whose newborn was cared for in the NICUs of UM/Jackson Memorial's Holtz Children's Hospital and Baptist Health System's South Miami Hospital. The ICU baby Team believes that all parents should have the informational, emotional, and financial support that they need while their newborn is in intensive care.

We simply cannot hold this event without the gracious and generous support of community partners. Together, let's unite in celebration of what NICU babies and their families overcome while in the unit and the journey they face after discharge. Let's also honor those very special babies who did not survive their NICU journey. We are all #ICUbabystrong.

With gratitude,



Elizabeth Simonton  
Co-Founder | CEO

**Support** Demonstrate your company's support of NICU families, health care heroes and the critically ill babies.

**Connect** Communicate your company's mission and connect with community members.

**Unite** Stand alongside us in solidarity to support families who are enduring a NICU journey with their newborn.

## What makes ICU baby's connection to families special?

... we are there for NICU families in their darkest hours. Every week, our veteran NICU parents speak with Mothers whose newborn is admitted and enduring the NICU roller coaster.

These courageous families invite ICU baby into their lives at a very sensitive time and rely on their relationship with the ICU baby Team and our programs to get through a very difficult time.

## What makes the HOPE Parade special?

...our loyal community united for a common cause. This walk unites us all in reunion and recognition... the family members that ICU baby has supported, the NICU families that didn't have an organization like ICU baby to help them and our caring community at large.

Our common goal is simple ... to raise awareness and raise money for NICU families who need the support of ICU baby now.

## Top 5 Reasons to Sponsor

1	<b>Community Goodwill</b>   Public perception goes a long way ... our families love to see who supports ICU baby. Helping a grassroots non-profit organization with a track record of doing good for 3,500+ families is always well received.
2	<b>Access to Our Community of Supporters</b>   Not only do our supporters want to see businesses supporting ICU baby, they want to learn about the great companies in our community! This is your chance to get in front of a filled stadium.
3	<b>Brand Visibility</b>   Connecting our walk participants to valuable companies and resources like yours within our community is important. Consumers are 70% more likely to buy products after exposure to a branded event marketing experience. Use the clout you earn as a sponsor to grow your reputation in your community.
4	<b>Highlighting Your Work</b>   Who doesn't love a walk "SWAG bag" filled with exciting new products? Highlight your newest product or service offering it to a group of community members. Our walk participants will enjoy them all!
5	<b>Social Media</b>   With 500+ people in attendance this will be a photographed and shared event. This is your chance to receive organic marketing to amplify your exposure to a broader, similarly aligned audience. Not to mention, there may be press!

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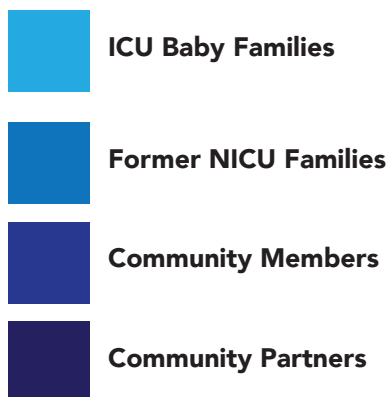


**Your Captive  
Audience is Our  
ICU baby Family**

This is our first walk yet ICU baby is not new to big fundraising events. We have been hosting large scale galas since 2016, all of which have SOLD OUT! Our last event in May 2019, Havana Nights, hosted nearly 350 people at the Alfred I. Dupont Building.

We expect the same success given the excitement by our staff, committee and NICU families. We anticipate 500 attendees at the HOPE Parade and plan to make our walk an annual event on the first Saturday of World Prematurity Month. We look forward to seeing our community member, former NICU families and YOU at the event in November!

## Anticipated Attendees



# The Generous Sponsors from Our Last Event



# HOPE PARADE

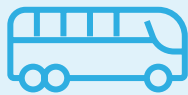
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## Help Us Raise Money to Continue to Make an Impact in Our Community

### 2021 Programs and Initiatives

ICU baby's programs benefit families with a baby in the NICUs of Holtz Children's Hospital at UM/Jackson Memorial Medical Center & Baptist Health System's South Miami Hospital.



#### Transportation Assistance

A stipend to offset transportation costs for families whose visits to the NICU are limited because of financial hardship.



#### Parent-to-Parent Support

Support from a team of volunteers who have had babies of their own in the NICU and are a "lifeline" to NICU families. ICU baby volunteers provide one to one parent support at the baby's bedside and via Tele-Support.



#### The NICU Pack Project

A tote bag filled with essential NICU items to help parents care for their critically ill baby.



#### NICU Empowerment Support Tools (NEST)

Comprehensive resources and information that orient parents to the NICU and create greater opportunity for them to comfortably and confidently help care for their baby.



#### Bereavement Support

An ICU baby volunteer who has also lost a baby offers NICU families emotional support and a gift in memory of their baby. ICU baby also offers financial assistance to low income families for funeral arrangements.



#### Meaningful Meals

ICU baby's Meaningful Meals consist of monthly Suppers of Supports and Cuisine & Crafts lunch events. These meals which connect parents with fellow NICU moms and dads are hosted for all families with a baby admitted in the NICU.

# Sponsor Benefits

	Diamond	Gold	Silver	Bronze	Copper
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Day of Event	✓	✓	✓	✓	✓
Sponsor Spotlight to Make Opening Remarks or Present Awards	✓				
Approved Company Sign at Start & Finish Lines	✓				
Logo on Hope Parade T-Shirt Given to All Participants	✓	✓			
Logo Listed on Mile Markers	✓	✓			
10x10 Exhibition Tent Outside Stadium	✓	✓	✓		
Logo on Online Walk Platform for Supporters, Teams & Registrants with Click Through to Your Webpage	✓	✓	✓	✓	
Approved Promotional Item in Post-Walk Gift Bag for Attendees	✓	✓	✓	✓	✓
Logo on Walk Signage	✓	✓	✓	✓	✓
Social Media Recognition					
15 Min. Instagram Live Sponsor Spotlight Interview	✓				
Instagram "Takeover" Week of Walk	✓	✓			
Instagram "Story" Features	✓	✓	✓		
Logo on ICU baby website with Click Through to Your Webpage	✓	✓	✓	✓	✓
Pre & Post Event Social Media Mentions	✓	✓	✓	✓	✓
Event Publicity & Promotion					
Recognition in Media Releases	✓	✓	✓	✓	✓
Additional Walk Recognition					
Complementary Walk Registrations (quantity indicated)	25	20	15	10	5

**To enjoy the full benefits, sponsorship must be confirmed by October 15, 2021.  
visit [www.icubaby.org](http://www.icubaby.org)**

**Looking for a way to get your employees involved?  
Form a HOPE Parade Team!**



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## In-Kind Sponsors Are Also Needed!

The ICU baby Team is also looking for businesses to support the HOPE Parade by donating items that will enhance the experience for our walkers.

... And your product gets into the hands of our participants immediately!

In return for an in-kind sponsorship of the parade, your logo will be prominently displayed and you will receive complimentary registration. Contact ICU baby to learn more.

## Sponsor Product Placement is Invaluable!

All HOPE Parade financial and in-kind sponsors have the opportunity to include a promotional item in the post-walk gift bag for attendees. Items must be approved in advance by ICU baby.

## Suggested In-Kind Donations

- Water
- Juice
- Sports Drink
- Breakfast Items
- Granola or Energy Bars
- Fruit
- Masks
- Balloons
- Step & Repeat or Photo Wall
- Photography or Videography
- Entertainment
- Hand Sanitizer Stations

## Approved Post-Walk Gift Bag Items

- Hand Sanitizer
- Masks
- Sunglasses
- Sunscreen
- Bandaides
- Umbrellas
- Water bottles
- Flashlights
- Fidgets

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## Are You Ready to Join Our Team of Sponsors for the HOPE Parade?

Get in touch with us!

Contact Information:

Phone: 305.908.3823

Email: [Events@icubaby.org](mailto:Events@icubaby.org)

Social Media:

[www.facebook.com/icubaby.org](http://www.facebook.com/icubaby.org)

[www.instagram.com/icubaby.org](http://www.instagram.com/icubaby.org)

Website: [www.icubaby.org](http://www.icubaby.org)

We are open to ideas!

Let us know what suggestions or  
questions you have!

Thank you for taking the time  
to review this package.

We hope to hear from you soon!

## Become A Sponsor Today