



2017 Local Sponsorship Opportunities

National Awareness Event for the Preeclampsia Foundation





Letter of Invitation

The Promise Walk for Preeclampsia[™] (www.promisewalk.org) is excited to present our numerous sponsorships opportunities for the upcoming year—opportunities for you to make a significant local impact in *making strides and delivering hope!*

Preeclampsia is one of the leading causes of premature birth and affects as many as 300,000 mothers and babies in the United States each year. Globally, **10 million mothers develop preeclampsia each year**. We don't know how to prevent preeclampsia and the only "cure" starts with the premature delivery of the baby. This represents an enormous emotional and physical impact on families here in our surrounding communities.

The Preeclampsia Foundation, a 501(c)(3) non-profit organization, was founded in 2000 to bring preeclampsia survivors and their families together for support, education and research, and awareness to this devastating condition, which **takes the lives of 76,000 mothers and 500,000 babies each year worldwide**. Funds raised will be used to promote patient support and education, raise public awareness, fund necessary research and improve health care practices nationwide and in our local community.

This letter of invitation—and accompanying package—is for distinguished community members we believe recognize the value of this unique community. Please join us as we together make strides in efforts to deliver hope to women and babies impacted by preeclampsia.

The enclosed information provides details regarding the available sponsorships and promotional opportunities for your community. Thank you for your time and consideration for this request. We look forward to discussing this opportunity with you in more detail in the coming weeks!

Sincerely,

Stephanie Steiner
Cranford area NJ *Promise Walk for Preeclampsia* Coordinator
promisewalkcranford@msn.com
www.promisewalk.org/cranford

Promise Walk Overview

Together, we can achieve our vision of a world where preeclampsia no longer threatens the lives of mothers and babies.

Our audience gives you access to one of the most desirable target markets—Moms! Consider these [statistics](#):

- Women control over \$20 Trillion in worldwide spending. (*Muhtar Kent, Chairman of the Board and Chief Executive Officer, The Coca-Cola Company, October 2010*)
- Globally 66% of people believe it's no longer enough for corporations to merely give money away, but that they must integrate good causes into their day-to-day business. (*2009 Edelman Good Purpose Consumer Study*)
- 67% of moms said they would rather get information from an experienced mom like themselves rather than a celebrity. (*Trillion Dollar Moms* by Maria T. Bailey & Bonnie Worthy Ulman)
- Preeclampsia.org receives more than **2 million website visitors** each year as people learn more about this devastating disease and how to help their community.

What Your Sponsorship Supports

Science has gotten us closer, but there is still no known cause or treatment for preeclampsia. Your donation supports educational programs, helping moms get the information they need for the healthiest pregnancy outcome possible. Most importantly, your donation supports the necessary science and catalyzes new researchers to embrace this important field of study.

Promise Walk Participant Demographics

65% are female 52% are between the ages of 19-45
60% are college-educated 26% are children under 18

www.promisewalk.org/cranford



Sponsorships like yours have helped...

- Fund \$600,000 in new research;
- Provide more than 2 million patient education materials to pregnant women;
- Catalyze 27 new researchers in the field;
- Provide training and education to 7,000 health care providers.

Every dollar raised means *every day*...

- 5,000 *new* website visitors learn about preeclampsia;
- 10,000 women and their families are supported and guided through the emotional and medical complexities of preeclampsia via our print & electronic patient support materials;
- The voice of the patient is heard by policymakers, researchers, health care administrators and providers.

**Making Strides
Delivering Hope**

Sponsorship Level Benefits

BENEFITS	<i>GIVING PROMISE</i>	<i>MAKING STRIDES</i>	<i>DELIVERING HOPE</i>	<i>SUPPORTING COMMUNITY</i>
Company Investment	\$2500	\$1000	\$500	\$250
Logo on local walk t-shirts	YES	YES	-	-
www.promisewalk.org sponsor page	Logo and Link	Logo	Logo	Name
Recognition on local event website page	Logo and Link Online matching program option on donate page*	Logo	Logo	Name
Recognition in local email outreach	Logo and Link	Logo	Logo	Name
Recognition during local walk	<ul style="list-style-type: none"> • Company banner on display • Table with materials • Recognition during opening and closing remarks • Shared local media opportunities • Promotional materials in local goodie bags • Exclusive sponsor of walk-day component 	<ul style="list-style-type: none"> • Company banner on display • Table with materials • Recognition during opening remarks • Promotional materials in local goodie bags 	<ul style="list-style-type: none"> • Company banner on display • Table with materials • Promotional materials in local goodie bags 	<ul style="list-style-type: none"> • Table with materials • Promotional materials in local goodie bags
<p>Foundation staff will input registration details for all sponsor team members. Please provide team names to your local walk coordinator.</p>				

*For more information, please contact Laney.Poye@preeclampsia.org.

Please check with your tax consultant for details on your tax deductible donation.

The Preeclampsia Foundation (www.preeclampsia.org) is a 501(c)(3) nonprofit organization.

Tax ID 91-2073087.



2017 Sponsorship Commitment Form

Thank you for sponsoring *The Promise Walk for Preeclampsia™*. Please complete the following information so we may accurately process your sponsorship commitment.

Walk Location (City and State): _____ Cranford, NJ _____

Company/Individual Name: _____

Contact Name: _____ Title: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Fax Number: _____

Email: _____ Business Web-Site: _____

Signature: _____

By signing this form, you are committing to supply the sponsorship as noted on this form by the event date. Please email this form and a **high-quality .jpg and .eps file logo** to your local walk coordinator as soon as possible to ensure full placement on website, print and on-site materials. **Questions?** Contact us at pwinfo@preeclampsia.org.

If paying by check, make check payable to "Preeclampsia Foundation", include the walk city and state in the memo line, give to your local walk coordinator or mail with form to:

Preeclampsia Foundation

6905 N Wickham Road, Suite 302

Melbourne, FL 32940

Phone: 321.421.6957 Fax: 321.821.0450

If paying with credit card, visit www.promisewalk.org and make a donation to your local walk site, OR complete the information below and mail to the address above:

MC/Visa/AmEx/Discover #: _____

Exp. Date: _____ CSV Code (on back): _____

Name (PRINT): _____

Billing Address (if different): _____

Signature: _____ Date: _____

Sponsorship Level:

- Giving Promise \$2,500+
- Making Strides \$1,000+
- Delivering Hope \$500+
- Supporting Community \$250+
- Table Sponsor \$100

Thank You for Your Sponsorship!

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