



# Corporate Sponsorship Form

2017

# Our Mission

**The Gift of Life offers hope, encouragement, and support to parents of premature babies in the neonatal intensive care unit.**



# A Letter from Rosie Moore

Dear Friend,

It is my great pleasure to invite you to sponsor and attend The Gift of Life's fourth annual black tie gala which is set to take place on November 4, 2017 at the Heaven Event Center. Our goal is to raise funds to support premature babies who are in neonatal intensive care units and their families who love them.



Your support of this event empowers us to provide continued assistance to those who are experiencing the challenges of having a child born prematurely and the NICU (Neonatal Intensive Care Unit). As one of our corporate sponsors, your contribution is acknowledged in multiple ways before, during, and after our event. Your name will be placed on all marketing materials and banners publicizing our event and posted prominently on signage at the event itself.

We hope that we can count on you to help support our cause and will contact you within the next few days. If you have any questions or concerns in the meantime, please feel free to contact me at 407-905-5454.

Thanks in advance for your consideration!

*Rosie Moore*

*Rosie Moore, The Gift of Life Founder and President*

# Statistics on Prematurity:

**Did you know that 1 in 10 babies born in the United States come preterm?** Infants born earlier than 40 weeks often require special medical care. Many of them end up in the neonatal intensive care unit (NICU).

Studies have shown that **parents of premature infants suffer from depression, anxiety, and post-traumatic stress disorder.** When parents of premature infants, according to studies, receive help, their stress levels decrease and they start to slowly ease into parenthood/married life.

Having a child born prematurely can be a very trying time for families. That child may have ongoing health issues throughout the duration of their lives. The Gift of Life offers many services to assist families and their preemies, making a positive impact and letting them know that there are people out there who care.

"As parents of a premature baby ourselves, we formed The Gift of Life to offer hope, encouragement, and support to parents of premature babies in neonatal intensive care units. Our purpose is to provide support to parents and their premature babies"

**-Rosie Moore/Founder of The Gift of Life**

# What We Do

- NICU care packages on admission, discharge, and throughout the year (Christmas time, Mother's Day, World Prematurity Day, and more).
- Cooler bags for safe breastmilk transportation
- Grief counseling and emotional support.

## CURRENT & RECENT COMMUNITY INVOLVEMENT:

- **2014-to present** The Gift of Life Charity, an organization that offers hope, encouragement and support to parents of premature babies in neonatal intensive care units.
- **2014-2017** Annual Charity Gala
- **2016 -2017** 5k run Orlando
- **2016-2017** 5k run Tampa
- **2012 to 2016** Christmas bear delivery to hospital NICUs **600 Bears**
- **2012 to 2017** coordinator for gathering knitted hats for babies, delivery/shipment of hats **1000 Hats to date**
- **2015 to 2017** care packages delivered to local NICUs and Ronald McDonald Houses for parents of premature babies both in and out of state **1250 Packages**
- **2017** Expanded to the Panhandle/Alabama area delivering care packages to the level III hospital in the Gulf Coast.
- **2017 Rosie Moore becomes Mrs. Windermere International and takes The Gift of Life with her as her #1 platform to expand the awareness nationwide of what prematurity really is and how it affects the babies and the parents that are left to deal with that stress.**

## Videos About Our Work

### Why Support The Gift of Life?

<https://www.youtube.com/watch?v=86C4nXiOPqU>

### How did the Gift of Life Start?

<https://www.youtube.com/watch?v=mf2PLPsXCJs&t=2s>

### A Testimony from a Premie

<https://www.youtube.com/watch?v=9lnkC1O3xLE>

### Premies and a look into Life in the NICU

<https://www.youtube.com/watch?v=N8LkPCPR eGQ>



# NICU Support

The neonatal intensive care unit (NICU) can be a lonely place for parents whose newborn came too soon. Their minds may be filled with questions and uncertainties. The medical staff may be wonderful, but their focus must remain on the preemie. Parents of premies want and need the support of someone who's been in the same situation they face.

## NICU Visits

The Gift of Life's team of volunteers visits NICUs in the Orlando area, encouraging the family of premies and providing love bears, preemie hats, and other gifts. We're there for parents who need a hand to hold and advice, offering follow-up care beyond the NICU.



# Care Packages

When the uncertain state of your fragile baby's health is at the forefront of your attention, it's easy to let the small-but-important necessities of life go unaddressed. The Gift of Life provides care packages to families during and after the NICU stay to help ensure they have the supplies they need.

## Care Package Contents:

- Gift of Life Tote Bag
- Newborn Cloth Baby Book
- Gift of Life Informational Flyer
- Parenting Tips Key Chain
- Female Pads and Liner
- New Baby Booklet
- Baby Blanket
- Baby Wipes Sampler
- Toothpaste
- Tissues
- Classical Music CD Lullabies
- Contact Card
- Feeding and Diaper Record Keeper
- Gram to pound Conversion Chart
- Fetal Infant Growth Chart for Preterm Infants
- Booklet on Premies Going Home
- Breast Feeding Nursing Pads

\*Please note that the actual contents may vary according to item availability. Some of the supplies are donated by our partners at Enfamil Mead Johnson and Pampers.

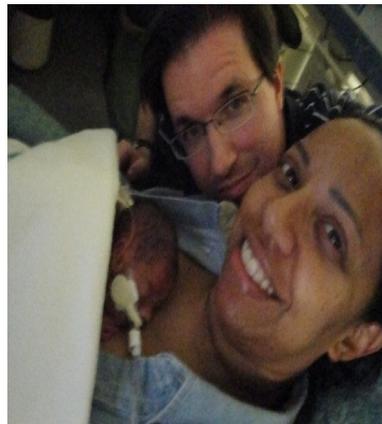


# Parent Mentoring

The neonatal intensive care unit (NICU) can be a lonely place for parents whose newborn came too soon. Their minds may be filled with questions and uncertainties. The medical staff may be wonderful, but their focus must remain on the preemie. Parents of premies want and need the support of someone who's been in the same situation they face.

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# Our Story

## Kaleb Then...



It all started when Rosie and Marcus Moore had a premature baby. This little boy, named Kaleb, was born 13 weeks early and weighed only 1lb and 10 oz. He was in the neonatal intensive care unit for 5 months. During Kaleb's long stay in the NICU, his family did not have support of anyone other than the staff. The NICU staff was great, but as the medical experts busy overseeing Kaleb's health, they just could not feel what Rosie and Marcus were feeling

*“You rarely saw any parents except in passing because they were focused on their own child and set of problems. “ – Rosie*

## Kaleb Now...



The NICU proved to be a lonely place. In that loneliness there was not much to break away from the emotional tension of the situation, making matters even more difficult. Even a touch of friendship can go a long way to helping someone on a hard road have the courage to make it through. Parents with babies in the NICU have to be strong for the sake of their child.

From that moment on Rosie knew that one day she was going to help other moms and dads. She thought she could reach out to them not only by writing the book *A Story of Faith*, but through founding The Gift of Life.

Your sponsorship of our gala help us raise the required funds to continue providing families of premies with the support they need to make it through such a trying time. The donations are used to create resources for families in the NICU, including after care.

# Our Achievements as of 2016

- There were 330 in attendance at our 2016 Gala. We raised awareness for our organization, sponsors, and the preemie community. At the gala, Commissioner Ings proclaimed September 10, 2016 to be The Gift of Life Day and Mayor Buddy Dyer declared that everyone should be involved. The event raised \$14K.
- We now have 260 families in our online NICU support . We started a monthly in-person support group this year with our local Ronald McDonald House. This group has 6 preemie families thus far.
- Since starting our Christmas Love Bears campaign in 2012, we've delivered over 450 bears to the NICU, Ronald Mc Donald House Orlando and out of state.
- We have delivered both in and out of state admission care packages. Since the start of our program in November 2015 the number of packages delivered is 450 plus. As for in and out of state discharge boxes given, the total is 200.
- Both in and out of state, The Gift of Life has provided about 400 hats for preemies during Christmas since 2014.
- This year we've had estimated 150 volunteers helping us throughout the year at our events, and over 60 sponsors donated time and products to our events and the charity itself.

# Our Growth

The Gift of Life raised over \$12,000 in revenue from our Silent and Live Auctions at our Annual Charity Gala in 2016 thanks to the generosity of our corporate sponsors, individual donors, and volunteers. We've connected with over 286 families of preemies through our closed NICU Support Group on Facebook. Additionally, hundreds of local families in the NICU receive our Care Packages on a regular basis.

In 2016 we gave out 600 items between care packages, holiday bears, knit hats and discharge packages.



# How Your Support Helps The Gift of Life Help Premies and Their Families

## Know the Facts About Preterm Birth:

- In 2014, preterm birth affected about 1 of every 10 infants born in the United States.
- Preterm birth is the greatest contributor to infant death.
- According to the CDC, preterm birth is also a leading cause of long-term neurological disabilities in children.

## What We Do:

- We provide these families with emotional, mental, financial, and grief support.
- We help spread holiday cheer by providing premie hats to the babies in the NICU.
- We give mothers staying at the Ronald McDonald House thermal bags to transport breastmilk to the NICU.
- We present families of premies in the NICU with admission and discharge care packages.



# Our 4th Annual Black Tie Gala

## This Year's Theme: Dancing for Preemies

### Where:

Heaven Event Center  
8240 Exchange Dr  
Orlando, FL 32809

### When:

Saturday, November 4, 2017 from 5:00 PM to 11:00 PM (EDT)

- Live Entertainment
- Dancing
- Silent Auction
- Mingle with Local Celebrities

Our previous galas were a ton of fun for our guests. Don't miss out this year!

**2014**



**2015**



**2016**



# Our 2017 Fundraising Goals

In order to deepen the level of support we provide to the families of preemie and expand our service offering according to the common, unmet needs we have witnessed in the preemie community, our aim is to raise \$50K this year.

The funds will go to continuing our Christmas Love Bears and care package programs as well as empowering us to open a physical location. Upon acquiring an office space, The Gift of Life can begin hosting a number of support groups, including a bereavement support group as well as one-on-one parent counseling. The location will also serve as a donation drop off center and include a free consignment baby supply store where moms who need baby items for their preemies can get much needed items.

## Our Goals:

- To continue to provide consistent support to preemies and their families
- To increase community outreach and awareness through educational programs and campaigns
- To enhance the support provided to families of preemies by opening a counseling and outreach center

**100% of the Proceeds from Our Annual Black Tie Gala Go to Support The Gift of Life**

# Become a Corporate Sponsor.

To show our appreciation to our corporate sponsors we have created a list of benefits that vary according to sponsorship level. There are six levels of sponsorship available, as outlined in the table below:

<b>Sponsorship Level</b>	<b>Donation Range</b>
Title	\$10,000+
Platinum	\$5,001 - \$10,000
Gold	\$2,001 - \$5,000
Silver	\$1,001 - \$2,000
Executive	\$751 - \$1,000
Producer	\$500 - \$750

We also have vendor booths available for those who want to showcase their product, service, or brand at the event. The cost of a booth is \$200 and it comes with 2 gala tickets..

# Corporate Sponsorship Benefits

## Title Sponsor

### \$10,000 Level Benefits include:

#### Exclusive Sponsorship Package:

- Ten “VIP guest” tickets to the Gala – a \$1000 value.
- Ten signed copies of a Story of Faith by Rosie Moore

#### Partnership Promotional Opportunities:

- Co-interview on videos to promote the event and highlight your sponsorship
- Professional profile on The Gift of Life website, including a story written about your company’s vision, mission, achievements, and goals.
- Featured in press release to regional media outlets.
- Featured in targeted personalized email blasts.
- Listed on social media: LinkedIn, Facebook, Twitter, and Google Plus Pages
- 2 full pages advertising space in the event’s program book

#### Event Recognition:

- Featured on event display, informational, and promotional materials



# Corporate Sponsorship Benefits

## Platinum Sponsor

### **\$5,001-\$10,000 Level Benefits include:**

- Your company logo on our website
- Your personalized greeting to event guests published in our program
- Recognition of your company in our media releases publicly and other marketing
- 1 Full Page advertising space in the event's program book
- Recognition of your sponsorship posted on event signage
- A link to your website on the event's webpage
- Special verbal recognition at the event
- Your logo on the event program
- 6 VIP tickets for the gala



# Corporate Sponsorship Benefits

## **\$2001-\$5000 Gold Level Benefits include:**

- Your company logo on our website
- Recognition of your company in our media releases publicly and other marketing
- ½ page advertising space in the event's program
- Recognition of your sponsorship posted on event signage
- A link to your website on the event's webpage
- Special verbal recognition at the event
- Your logo on the event program
- 4 VIP tickets for the gala

## **\$1001-\$2000 Silver Level Benefits include:**

- Your company logo on our website
- Recognition of your company in our media releases publicly and other marketing
- ¼ page advertising space in the event's program book
- Recognition of your sponsorship posted on event signage
- A link to your website on the event's webpage
- Your logo on the event program
- 2 VIP tickets for the gala



# Corporate Sponsorship Benefits

## **\$ 751-\$1000 Executive Producer Benefits Include:**

- Your company logo on our website
- Recognition of your company in our media releases publicly and other marketing
- Business Card advertising space in the event's program book
- A link to your website on the event's webpage
- Your logo on the event program
- 2 VIP tickets for the gala

## **\$ 500 -750.00 Producer Benefits include:**

- Your company logo on our website
- Recognition of your company in our media releases publicly and other marketing
- A link to your website on the event's webpage
- Your logo on the event program
- 1 VIP ticket for the gala or 2 general admission tickets





# Sponsorship Form

## *Dancing for Premies 2017*

A Black Tie Charity Affair to benefit the families of premies in the neonatal intensive care unit

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City and Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Want to skip the print, fill, scan, and email? Access the form online at <http://eepurl.com/cW-Kwf> or use the QR code above.

### Your Sponsorship Level

Title	\$10,000+	_____
Platinum	\$5,001 - \$10,000	_____
Gold	\$2,001 - \$5,000	_____
Silver	\$1,001 - \$2,000	_____
Executive	\$751 - \$1,000	_____
Producer	\$500 - \$750	_____
Vendor Booth	\$200	_____



# Contact Us

## The Gift of Life

Website: <https://thegiftoflife27.org>

Email: [info@thegiftoflife27.org](mailto:info@thegiftoflife27.org)

Phone: (407) 905 - 5454

Mailing Address:

P.O Box 1005

Windermere, FL 34786



# Disclaimer

The Gift of Life is a 501(c)3 non-profit corporation.

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