

HOPE PARADE

A Walk in Support of NICU Families
ICU baby



INVITATION TO SPONSOR
2023

Hope Parade

A Walk in Support of
NICU Families

Sunday, November 5, 2023

ZOO
MIAMI



MIAMI-DADE PARKS

Walk together. Play together. Pass hope together.



Let's Kick off World Prematurity Month together! Join us to celebrate families who have had a NICU baby, honor those babies who did not survive, connect with members of our South Florida community and raise awareness about the support ICU baby offers.

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We are thrilled to invite you to be a part of our annual community walk, the Hope Parade, which kicks off World Prematurity Month in November. NICU babies of every age, along with their families, walk, roll, or "stroller" in solidarity, passing hope to current NICU families. Last year's event witnessed nearly 1,000 participants in only our second year. This year, we aim to unite even more compassionate community members who care deeply about families experiencing the challenging journey of having their newborns hospitalized due to prematurity or critical illness.

The tremendous support of our ICU baby community, including families, volunteers, community partners, and donors, has been the driving force behind our hospital programs year after year. The Hope Parade has quickly become a cherished Miami tradition, dedicated to honoring, and celebrating NICU journeys while raising crucial funds to support our work.

As a sponsor, you will have the opportunity to showcase your support to families, friends, and healthcare teams. Together, let's create a moving and memorable morning that celebrates resilience, hope, and community strength. We truly cannot hold this event without the generous contributions of partners like you.

Thank you for your kind consideration and support.

With warm regards,



Elizabeth Simonton
Co-Founder | Executive Director

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ABOUT ICU BABY

ICU baby is the largest nonprofit organization in Florida that supports families with a baby in the NICU. Our mission is to unite NICU families and provide them with emotional, financial and informational support so that families and babies can thrive in the NICU.

Since being founded in 2014, we have supported over 5,000 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. This year, we will expand programming to 3 additional hospitals including Nicklaus Children's Hospital, Mt. Sinai Medical Center and Florida University Hospital.

Parading With a Purpose



ICU baby's Past Hope Parades Have Featured...



Miami HEAT dancers



Miami HEAT mascot, Burnie



Florida Panthers



Performances by The Miami Lighthouse for the Blind Band



Performances by Miami Dance Project



Memorial Butterfly Release



Hallway of Hope



NICU doctors & nurses



Magic Show



Zoologist Ron Magill



Kid Zone



Adventure Map



Prizes



Costume Contests



& Lots More Fun!

What makes the Hope Parade so special?

ICU baby's NICU families are incredibly grateful for the support we offered them during the toughest hours with their baby. They show their appreciation and loyalty by supporting us at the Hope Parade.

Families can't wait to see the members of their baby's healthcare team, other NICU families and the ICU baby Parent Mentors who held their hands, offering guidance, resources and compassion throughout their NICU journey.

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



Support



Connect



Unite

Top 5 Reasons to Sponsor

1	Community Goodwill 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 5,000+ families is always well received.
2	Access to Our Community of Supporters 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 full field of interested people.
3	Brand Visibility 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 our community.
4	Highlighting Your Work 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	Social Media With 1,000+ 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 will be press!

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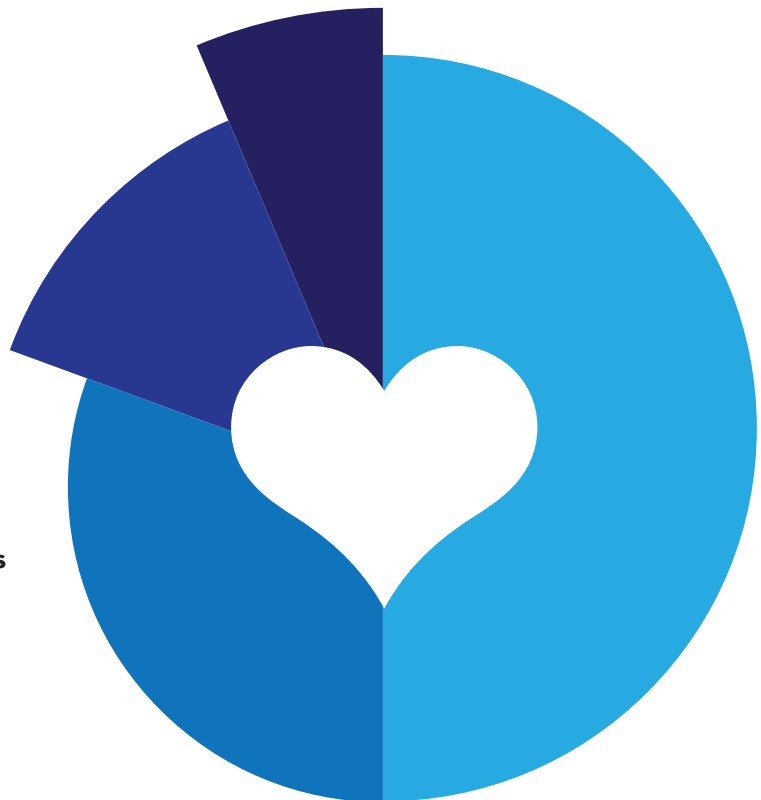
ICU baby



Your Captive Audience is Our ICU baby Family and Friends.



2022 Hope Parade Attendees



Thank You

to our 2022


HOPE PARADE SPONSORS

Gold Sponsors



UHealth Jackson
Children's Care

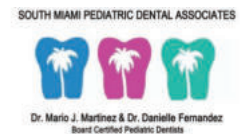
 **South Miami Hospital**
BAPTIST HEALTH SOUTH FLORIDA
Center for Women & Infants

 **Prolacta**
BIOSCIENCE
Advancing the Science of Human Milk®

Silver Sponsors



Bronze Sponsors



CORAL GABLES TRUST
Stands Apart



In-Kind Sponsors



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YOUR PRINT SERVICE PROVIDER



TRADER JOE'S



Programs

Help ICU baby Continue Impactful Programming



Bereavement Support

A memorial gift and grief support from parent mentors who also had a baby die in the NICU. Financial assistance with funeral arrangements for families of low-income levels.



Foster Care Kits

A tote bag filled with baby care items for babies that will enter the foster care system after being discharged from the NICU.



Meaningful Meals

Suppers of Support, Cuisine, & Crafts and Coffee & Conversation events to provide a catered meal and to connect fellow parents with a baby admitted in the NICU.



NEST - NICU Empowerment Support Tools

A guidebook and journal, video library and online resources to provide parents with access to information so they can better understand and experience the NICU.



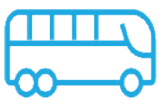
NICU Pack

A tote bag filled with essential NICU items to help parents care for and bond with their baby alongside the healthcare team.



NICU Parent Mentor

One-to-one mentorship for NICU families from a veteran NICU parent. Support is offered bedside in the NICU and via tele-support.



Transportation Assistance

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



Volunteer Initiatives

Opportunities to support NICU families through mentorship, hosting meals, packing NICU packs, supporting events, offering professional services or serving as a Youth Ambassador.

Proud Partners of:

UM/Jackson Memorial's Holtz Children's Hospital | Baptist Health System's South Miami Hospital | Nicklaus Children's Hospital*
Mt. Sinai Medical Center** | Florida University Hospital**

*NEST & Transportation Assistance Programs offered at this time.

**NEST Program offered at this time.

SPONSOR BENEFITS

	*Title Presenting	**Platinum	**Gold	**Silver	**Bronze
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,250
Day of Event					
Event Logo to Incorporate Title Presenting Sponsor*					
Sponsor Spotlight for Opening Remarks					
Feather Flag Sign with Logo at Start & Finish Line					
Logo on Finisher's Medal Handed to All Children					
Stage Introduction with Company Representative to Present Awards					
Logo Prominently Featured at Each Mile Marker & Water Stations					
Sponsor Branding on Event Experience - See Next Page					
Booth With Sign, Tent, Table & Two Chairs					
Recognition on Walk T-Shirts Given to All Participants					
Logo on Online Walk Platform to Click-Through to Your Website					
Promotional Item in Gift Bag					
Name on Swag Bag					
Event Publicity & Promotion					
Instagram "Takeover" Week of Walk Live Interview					
Pre & Post Event Social Media Mentions (Instagram, Facebook, & LinkedIn)					
Recognition in Media Releases					
Highlight When Sponsored Event Experience Advertised					
Additional Benefits					
Private Sponsor Appreciate Cocktail Saturday, Nov. 4th from 5-7 pm					
Plaque for Office to Reflect Support of ICU baby					
Complimentary Walk Registrations (Quantity Indicated)	25	20	15	10	5

To enjoy the full benefits, sponsorship must be confirmed by
 *October 2 &
 **October 13



EVENT EXPERIENCE SPONSORSHIPS

These opportunities are available on a first-come, first-serve basis. Please select an experience that matches your level of monetary sponsorship. ICU baby will be advertising the Event Experiences this year along with the walk. When the Event Experience you sponsor is featured on social media and in electronic mail, we will incorporate your logo.

HALLWAY OF HOPE - \$5,000

A mission-focused experience during the walk where photo signs are featured side-by-side, showing a child in the NICU as a baby and now. Families pause to take pictures next to their child and all walkers pause to honor how far the babies have come. It is a moving part of the morning, offering a time for reflection and an opportunity to pass hope. **Your company's logo will be on each baby's sign.**

KID ZONE - \$5,000

A complete hit at our 2022 walk, the Kid Zone features face painting, sticker tattoos, crafts and games to entertain the children before and after the walk. Staffed by ICU baby volunteers, this was noted as one of the favorite parts of the morning by many families as they connected with one another, while their children enjoyed the experience. **Your company's logo will be featured above the Kid Zone, on volunteer buttons and on table centerpieces.**

PHOTO BOOTH & PHOTO STATIONS - \$5,000

A photo booth tent with props and a camera person to capture walk teams, families and healthcare workers having fun! Additionally, two stations along the walk path with photo opportunities. Added this year at the request of walkers from past Hope Parades. **Your company's logo will be featured on the signage for the photo booth and in advertisements about the photo booth.**

ADVENTURE MAP, PRIZES AND TENT - \$5,000

A walk map and scavenger hunt paper given to every participant. Families take this around the Zoo to follow the path and find different plants and animals. Upon their return from the walk, they head to the Adventure Walk Tent to claim a prize. **Your company's logo will be featured on every Adventure Map and above the Adventure Map tent.**

COFFEE BAR - \$5,000

A coffee station inside the walk village to energize parents in the early morning! **Your company's logo will be featured at the Coffee Bar, on the coffee cups, and in ads about the Hope Parade.**

WALK PATH NAMING - \$2,500

Two unique and fun walk paths can be highlighted using your company's name. This will be an opportunity to spotlight your company as all walk participants will get the option of choosing which path they would like to take, either a longer or shorter walk. **Your company's logo will be shown at the start of the walk path and throughout, on the schedule for the day of events and on the advertisements when showcasing the different walk paths.**

BEREAVEMENT CEREMONY - \$2,500

An important pause in the morning's presentation to call up to the stage families whose baby died in the NICU as a time for remembrance. All families are given a special gift in their baby's honor as a poem and the names of the babies who have left us too soon are read out loud. Highlighted as one of the most memorable experiences at ICU baby's Hope Parade. **The ceremony will be named with the sponsoring family or company's name, a representative will introduce the ceremony and the name or logo will be printed on the printed notes the families receive in honor of this special memorial ceremony.**

CHAMPION'S CLUB TENT - \$2,500

A very special reception tent for those team captains and individual walkers who raise over \$1,000 for the Hope Parade to support ICU baby's mission. These team captains receive exclusive access to a tent with food platters and iced refreshments on walk day. **Your company's logo will be featured on the Champion's Club tent, reception food table and bottles of water handed to our Parade's "champions!"**

BUBBLE BLAST - \$2,500

A hallway of cheering and bubbles at the finish line, with bubble machines and hand out bubbles for children of all ages to enjoy. A favorite feature at the 2021 Hope Parade, ICU baby is bringing back the Bubble Blast for 2023. **Your company's logo will be featured on the bubble bottles and on the signage at the bubble blast finish.**

ICU BABY WALL OF HOPE - \$2,500

A meaningful moment of reflection and connection as walk participants write their "why" they are walking on a Wall of Hope banner. Added this year as a new notable and interactive photo opportunity for walkers. **Your company's logo will be featured on the Wall of Hope banner, on tent signage and in advertisements about the Wall of Hope.**

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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 based on the value of your contribution. 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 Drinks
- Breakfast Items
- Granola or Energy Bars
- Fruit
- Printing Supplies or Services
- Step & Repeat or Photo Wall
- Photography or Videography
- Entertainment

Suggested Post-Walk Gift Bag Items

- Fans
- Hand Sanitizer
- Stuffed Animals
- Sunglasses
- Sunscreen
- Bandaides
- Umbrellas
- Water Bottles
- Flashlights
- Fidgets
- Branded Silicone Bracelets
- Towels/Wash Cloths
- Keychains
- Pens
- Branded Notebooks



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

Get in touch with us!
Phone: 305.908.3823
Email: events@icubaby.org

Social Media:
facebook.com/icubaby.org
instagram.com/icubaby.org
linkedin.com/company/icubaby
Website: icubaby.org

We are open to ideas! Let us know what
suggestions or questions you have!

**BECOME A
SPONSOR TODAY**