

In the event that part of or all of the sponsored events need to be conducted virtually, substitution sponsor benefits will be provided.



Become a Hope After Loss Sponsor for fiscal year 2020-2021!

When we answer the phone at the Hope After Loss office and hear silence, we know not to hang up as it sometimes takes a little time for the person on the other end of the line to get the words out. “My baby has died and I need help,” is probably one of the hardest things anyone ever has to say in their entire life. We know this because we have been there ourselves.

Thanks to our sponsors we are here to answer those calls and bring hope to the broken parent, grandparent or friend on the other end of the line.

Grief comes in many different forms, but the grief shared by members of our pregnancy and infant loss community is unique. These families are not just mourning the loss of their loved child, they are mourning the loss of memories of their child and the loss of a future with their child. In addition, they could be suffering from loneliness and alienation as others in their lives avoid them because they don't know what to say or do.

For the past 21 years, Hope After Loss has been making a difference in the lives of those affected by this type of loss through peer-to-peer support, outreach and education, and financial support for burials and cremation.

With ten support groups in seven locations each month across the State of Connecticut, our goal is to be there for anyone who needs us. With your help, next year we plan to add more groups in more locations, in addition to revamping our outreach and education programs.

By becoming a Hope After Loss sponsor, you can help us set up more support groups, train more facilitators, work with more caregivers and help families say good-bye to their babies through financial assistance. Together, we can do more.

Learn more about our two signature events - the Footprints on our Hearts Remembrance Walk/5K and the Compassionate Care Awards. You can choose to sponsor either event or become an ANNUAL Sponsor and sponsor both!

SHOW OUR LOSS COMMUNITY YOU CARE AND BECOME AN EVENT SPONSOR OF ONE (OR BOTH!) OF OUR SIGNATURE EVENTS!



2020 FOOTPRINTS ON OUR HEARTS REMEMBRANCE WALK/5K



WHEN

**October, 2020
(Sunday, October 4)**

WHERE

**Hubbard Park in
Meriden, CT**

WHO

Members of our loss community, their friends, family and other supporters. 400-500 attendees at the event and 800-1,000 donors who visit our website and learn about the event and our sponsors

SPECIAL PERKS

See Attached Sheet!

EVENT SUMMARY

This event brings our loss community together and provides moving, meaningful and HOPEFUL experiences for everyone who attends. Participants can choose to run in the 5K, walk in the remembrance walk and/or attend the remembrance ceremony where babies names are read outloud. There is a caring atmosphere with food, crafts, activities and vendors all geared toward supporting loss families.

2019/20 SPONSORS

Bartlett Legal Group, Whitney Donut, Guilford Savings Bank, Sound Runner, Carmon Funeral Homes, HB Live, Mark Makuch, Overcoming Life's Obstacles Counseling, Village Springs, ARISTA, West Haven Funeral Home, Iovanne Funeral Home, Selective Hearing Entertainment Services, Erin Ray Photography, Asante Sign Group, Studiobe, Madison Country Club, Arnold's Jewelers, The Sanders Family, and Sweet Horizons; Massage Therapy, Birth & Postpartum Support.

2021 COMPASSIONATE CARE AWARDS



WHEN

**May 2021
(date tbd)**

WHERE

**Woodwinds in
Branford, CT**

WHO

Caregivers from the medical, bereavement and loss support community. 200-250 attendees at the event and hundreds of people visiting our website during the nomination process.

SPECIAL PERKS

See Attached Sheet!

EVENT SUMMARY

This celebratory event recognizes exemplary care given to someone who has experienced a pregnancy or infant loss. Care providers are nominated by members of our loss community and selected by our Board of Directors. This evening event includes a cocktail hour, incredible silent auction and raffle, live entertainment and inspirational award ceremony.

2019/20 SPONSORS

Bartlett Legal, Whitney Donut & Sandwich Shop, Center for Advanced Reproductive Services, Andrew Esposito, Realtor, Cool-ology, Fit & Balanced Mom, Stephanie Byrd, The Schneider Family Giving Fund, Guilford Savings Bank, Middlesex Health, Acelleron, Yale New Haven Hospital, EHCN, Robert Shure Funeral Home, Mansfield OB/GYN, The Byrd Family, Yale University, Community Foundation for Greater New Haven, Andrew Esposito, Realtor, Cool-ology, Manchester OB-GYN, Clarity Software and Greater Connecticut Maternal Services

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Sunday, October 4, 2020 - Sponsorship Opportunities

**Automatically enrolled in the Circle of Hope*

DIAMOND SPONSOR- \$5,000*

- 10 complimentary race or remembrance walk registrations
- Full page advertisement with prominent placement in the event book
- Recognition as a Diamond Sponsor in press releases, social media posts, website and newsletters
- Company logo in largest print on back of shirts
- Your marketing materials (supplied by you) included in participant goody bags
- Business name/logo on event banner and sign along remembrance walk and 5K routes
- Your business name/logo featured prominently on all event announcements and promotional materials
- Acknowledgement in Chair's Message in program book and speaking program
- Introduction and opportunity to speak at the event and express support of Hope After Loss
- Opportunity to host a Diamond Sponsor Showcase - 10X10 space for table at the event

PLATINUM SPONSOR \$3,500*

- 8 complimentary race or remembrance walk registrations
- 3/4 page advertisement in the event book
- Recognition as a Platinum Sponsor in press releases, social media posts, website and newsletters
- Company logo on back of shirts
- Your marketing materials (supplied by you) included in participant goody bags
- Business name/logo on event banner and sign along remembrance walk and 5K routes
- Your business name/logo on all event announcements and promotional materials
- Acknowledgement in Chair's Message in program book and speaking program

GOLD SPONSOR \$2,500 *

- 6 complimentary race or remembrance walk registrations
- 1/2 page advertisement in the event book
- Recognition as a Gold Sponsor in press releases, social media posts, website and newsletters
- Company logo on the back of shirts
- Your marketing materials (supplied by you) included in participant goody bags
- Business name/logo on sign along remembrance walk and 5K routes
- Your business name/logo on all event announcements and promotional materials

SILVER SPONSOR \$1,000*

- 4 complimentary race or remembrance walk registrations
- 1/2 page advertisement in the event book
- Recognition as a Silver Sponsor in press releases, social media posts, website and newsletters
- Company logo on the back of shirts
- Your marketing materials (supplied by you) included in participant goody bags
- Business name/logo on sign along remembrance walk and 5K routes

BRONZE SPONSOR \$500

- 2 complimentary race or remembrance walk registrations
- 1/4 page advertisement in the event book
- Recognition as a Bronze Sponsor in press releases, social media posts, website and newsletters
- Company name on back of shirts (in large font)
- Your marketing materials (supplied by you) included in participant goody bags

FRIEND- \$300

- Business name listing in event book
- Recognition as a Friend Sponsor in press releases, social media posts, website and newsletters
- Company name on back of shirts in small font

In the event that part of or all of the sponsored events need to be conducted virtually, substitution sponsor benefits will be provided.



2021
Compassionate Care
Awards

May 2021 - Sponsorship Opportunities

*Automatically enrolled in the Circle of Hope

DIAMOND SPONSOR \$5,000*

- VIP table of 10 at the event
- Full page advertisement with prominent placement in the event book
- Recognition as a Diamond Sponsor in press releases, social media posts, website and newsletters
- Company logo featured individually on a continuous loop on screen at the front of the room
- Your marketing materials (supplied by you) included in attendee favor bags
- Business name/logo on a sign behind the award ceremony podium highlighting your business
- Your business name/logo featured prominently on all event announcements and promotional materials
- Acknowledgement in Chair's Message in program book and speaking program
- Introduction and opportunity to speak at the event and express support of Hope After Loss
- Recognition as the sponsor that is covering the cost of the venue

PLATINUM SPONSOR \$3,500*

- 8 complimentary tickets to the event
- $\frac{3}{4}$ page advertisement in the event book
- Recognition as a Platinum Sponsor in press releases, social media posts, website and newsletters
- Company logo featured individually on a continuous loop on screen at the front of the room
- Your marketing materials (supplied by you) included in attendee favor bags
- Business name/logo on a sign behind the award ceremony podium highlighting your business
- Your business name/logo on all event announcements and promotional materials
- Acknowledgement in Chair's Message in program book and speaking program

GOLD SPONSOR \$2,500*

- 6 complimentary tickets to the event
- $\frac{1}{2}$ page advertisement in the event book
- Recognition as a Gold Sponsor in press releases, social media posts, website and newsletters
- Company logo on a continuous loop on screen at the front of the room
- Your marketing materials (supplied by you) included in attendee favor bags
- Business name/logo on a sign behind the award ceremony podium highlighting your business
- Your business name/logo on all event announcements and promotional materials

SILVER SPONSOR \$1,000*

- 4 complimentary tickets to the event
- $\frac{1}{4}$ page advertisement in the event book
- Recognition as a Silver Sponsor in press releases, social media posts, website and newsletters
- Company logo on a continuous loop on screen at the front of the room
- Your marketing materials (supplied by you) included in attendee favor bags
- Business name/logo on a sign behind the award ceremony podium highlighting your business

BRONZE SPONSOR \$500

- 2 complimentary tickets to the event
- $\frac{1}{4}$ page advertisement in the event book
- Recognition as a Bronze Sponsor in press releases, social media posts, website and newsletters
- Company name in large font on a continuous loop on screen at the front of the room
- Your marketing materials (supplied by you) included in attendee favor bags

FRIEND- \$300

- Business name listing in event book
- Recognition as a Friend Sponsor in press releases, social media posts, website and newsletters
- Company name in small font on a continuous loop on screen at the front of the room
- Your marketing materials (supplied by you) included in attendee favor bags



ANNUAL Sponsorship Opportunities

These unique opportunities entitle you/your company to the following for the 2020-2021 fiscal year!

ANNUAL DIAMOND- \$10,000

- Diamond sponsorships for BOTH the Footprints on Our Hearts Walk & 5k AND the Compassionate Care Awards held in the spring
- Business logo/name on the Hope After Loss webpage all year
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

ANNUAL PLATINUM- \$7,000

- Platinum sponsorships for BOTH the Footprints on Our Hearts Walk & 5k AND the Compassionate Care Awards held in the spring
- Business logo/name on the Hope After Loss webpage all year
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

ANNUAL GOLD- \$5,000

- Gold sponsorships for BOTH the Footprints on Our Hearts Walk & 5k AND the Compassionate Care Awards held in the spring
- Business logo/name on the Hope After Loss webpage all year
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

ANNUAL SILVER- \$2,000

- Silver sponsorships for BOTH the Footprints on Our Hearts Walk & 5k AND the Compassionate Care Awards held in the spring
- Business logo/name on the Hope After Loss webpage all year
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media

ANNUAL BRONZE- \$1,000

- Bronze sponsorships for BOTH the Footprints on Our Hearts Walk & 5k AND the Compassionate Care Awards held in the spring
- Business logo/name on the Hope After Loss webpage all year
- Special recognition in EACH Hope After Loss newsletter (bi-monthly)
- Special recognition on Hope After Loss social media
- An opportunity to be the spotlight sponsor in a monthly newsletter and on social media



Signing up to Sponsor or Advertise with Hope After Loss is as easy as 1, 2, 3!

Step 1

Choose your sponsorship level (check and circle)

	ANNUAL	Walk/5k	CCA
<input type="checkbox"/> Diamond Sponsor	\$10,000	\$5,000	\$5,000
<input type="checkbox"/> Platinum Sponsor	\$7,000	\$3,500	\$3,500
<input type="checkbox"/> Gold Sponsor	\$5,000	\$2,500	\$2,500
<input type="checkbox"/> Silver Sponsor	\$2,000	\$1,000	\$1,000
<input type="checkbox"/> Bronze Sponsor	\$1,000	\$500	\$500
<input type="checkbox"/> Friend Sponsor		\$300	\$300

OR Advertise only:

(available for each event - please circle which event you want to advertise in)

Full Page (5X8)

1/2 Page Ad (5X4)

1/4 Page Ad (2.5X4 or 5X2)

1/8 Page Ad (2.5X2)

	Walk/5k	OR	CCA
Full Page (5X8)	\$550		\$550
1/2 Page Ad (5X4)	\$350		\$350
1/4 Page Ad (2.5X4 or 5X2)	\$150		\$150
1/8 Page Ad (2.5X2)	\$75		\$75

Step 2

Tell us about yourself or your company

Company/Individual/Family Name:

Name: _____

Name as you would like it to appear in print: _____

Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Step 3

Send us your ad, logo and payment

Ad (high resolution JPEGs or PDF files) Please e-mail to: christinam@hopeafterloss.org

Logo (high resolution JPEGs or PDF files) Please e-mail to: christinam@hopeafterloss.org

PAYMENT OPTIONS

CHECKS: Please make your check payable to Hope After Loss and enclose.

CREDIT CARDS: Please return this form and we will contact you to use a credit card.

Please mail this form to: Hope After Loss, 900 Chapel Street 10th Floor, New Haven, CT 06510

Thank you for partnering with us to spread Hope!