



# Become a Sponsor

Join us for the Community Baby Shower. Together we fight for the health, education and financial stability of every person in Central Florida.

## JOIN US

Parenthood is a daunting experience for new and expecting parents in the ALICE population. Community Baby Shower helps families prepare for the next adventure in their lives by providing them with useful parenting tips and basic supplies to help make the transition easier.

For more information contact:  
 Connie Stafford at  
 (407) 429-2104  
 Connie.Stafford@HFUW.org.

## EVENT DETAILS: June 2022

### June 1-15 Sponsor Packing Parties

To help the HFUW team prepare for the drive-thru portion of this event, volunteers will be needed to package 100 basics for babies' kits and to support other preparation activities. Shifts will be offered on a first response basis.

### Wednesday, June 22 5:30PM - 7:30PM Live Virtual Baby Shower

### Saturday, June 25 Drive-Thru Baby Shower (Locations TBD) 8AM - 12PM

A safe, drive-thru party line to celebrate the new babies and to distribute the basics for babies' kits to the families. This tri-county effort will utilize volunteers to help guide the line, pass out gifts and resources, and ensure each family leaves with their celebratory treats.

## SPONSORSHIP OPPORTUNITIES\*\*

Sponsor Level	Drive-Thru Booth	In-Person Volunteer Spots	Zoom Baby Shower Recognition	Zoom Baby Shower Video	Branded Baby Bin Item	Featured Video on Social	Media Opportunities	Logo on all Marketing Materials
Golden Rattle \$20,000	3	50						
Silver Lining \$10,000	3	25						
Pewter Pacifier \$5,000	2	5-10						
Bronze Booster \$2,500	1	5-10						
Teddy Bear \$1,000								

We have not provided you with any goods or services in exchange for this pledge. The expenses associated with processing donor designated pledges to agencies are recovered by applying an 8% fundraising and administration fee. Tax receipts, where required, will be mailed the January following payments.

A COPY OF THE OFFICIAL REGISTRATION (CH214) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES AT [www.800helpfla.com](http://www.800helpfla.com) OR BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



Heart of Florida United Way

# Golden Rattle Sponsor

## PRE-EVENT RECOGNITION

- Company logo featured on all print communications
- Company logo featured on all electronic communications
- Company logo featured on all advertising materials
- Company logo featured on event specific webpage with direct link to company website
- Recognition in all media materials (Press Releases)
- Communications - Social media posts tagging your company (Facebook, Twitter)

## EVENT DAY RECOGNITION

- Company logo featured on all event signage (Screens, Table Tents, Banners)
- Company logo featured in event specific video
- Opportunity to speak (On stage, VIP Reception, Event Video, etc.)
- Recognition day of the event (shout-outs, podium recognitions, etc.)

## POST-EVENT RECOGNITION

- Opportunity to brand event specific takeaway item
- Opportunity to include product or promo item in event care package
- Communications - Thank you e-mail from "Sponsor" following the event to all attendees

## OTHER BENEFITS

- Exclusive Host sponsorship for Basics for Baby Drive including logo on all marketing materials
- Private volunteer experience for up to 50 volunteers
  - First selection from the following: Blanket Making (50 blankets), Onesie Decorating (150), Bib Decorating (150), Resource Packet Making (150)
- Virtual Resource Fair Feature:
  - Video up to 5 minutes in length, must be submitted by
  - Logo and weblink with description
  - Up to 5 additional links for educational references
- 1 Video to be featured via HFUW social media (optional)
- Zoom Baby Shower
  - Featured speaker opportunity and video up to 5 minutes in length
  - Featured on branded Zoom background
  - Up to 5 virtual volunteers
- Ability to provide branded kit item (Must provide 150 per item if donating to bags)
- Up to 3 booths (1 per county) at drive-thru experience
  - Featured positioning in line
  - Additional signage included
  - 5-10 volunteer spots per booth
  - Additional opportunity to distribute branded materials
- Option to contribute printed material for the resource folder
- Option to contribute large item(s) for raffle prizes

## AVAILABILITY

This exclusive sponsorship is available for the Community Baby Shower event.

## INVESTMENT

Sponsorship costs \$20,000

## WHAT WE NEED FROM YOU

High Resolution Vector Logo  
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

Note: Logos saved from the internet are not high-resolution and will not print appropriately.



# Silver Lining Sponsor

## PRE-EVENT RECOGNITION

- Company logo featured on all print communications
- Company logo featured on all electronic communications
- Company logo featured on all advertising materials
- Company logo featured on event specific webpage with direct link to company website
- Recognition in all media materials (Press Releases)
- Communications - Social media posts tagging your company (Facebook, Twitter)

## EVENT DAY RECOGNITION

- Company logo featured on all event signage (Screens, Table Tents, Banners)
- Company logo featured in event specific video
- Opportunity to speak (On stage, VIP Reception, Event Video, etc.)
- Recognition day of the event (shout-outs, podium recognitions, etc.)

## POST-EVENT RECOGNITION

- Opportunity to brand event specific takeaway item
- Opportunity to include product or promo item in event care package
- Communications - Thank you e-mail from "Sponsor" following the event to all attendees

## OTHER BENEFITS

- Private volunteer experience for up to 25 volunteers
  - First selection from the following: Blanket Making (25 blankets), Onesie Decorating (75), Bib Decorating (75), Resource Packet Making (150)
- Virtual Resource Fair Feature:
  - Video up to 5 minutes in length
  - Logo and weblink with description
  - Up to 3 additional links for educational references
- 1 Video to be featured via HFUW social media (optional)
- Zoom Baby Shower
  - Video up to 3 minutes in length
  - 2 virtual volunteers
- Ability to provide branded kit item (Must provide 150 per item if donating to bags)
- Up to 3 booths (1 per county) at drive-thru experience
  - Additional signage included
  - 5-10 volunteer spots per booth
  - Additional opportunity to distribute branded materials
- Option to contribute printed material for the resource folder
- Option to contribute large item(s) for raffle prizes
- 1 Informational ad to be featured via HFUW social media (optional)

## AVAILABILITY

This exclusive sponsorship is available for the Community Baby Shower event.

## INVESTMENT

Sponsorship costs \$10,000

## WHAT WE NEED FROM YOU

High Resolution Vector Logo  
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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# Pewter Pacifier Sponsor

## PRE-EVENT RECOGNITION

- Company name featured on all electronic communication
- Company recognition in select media materials
- Communications - Social media posts tagging your company (Facebook, Twitter)

## EVENT DAY RECOGNITION

- Company logo featured on select event signage

## OTHER BENEFITS

- Virtual Resource Fair
  - Logo and weblink with description
- Zoom Baby Shower
  - Video of up to 3 minutes in length
  - 1 virtual volunteer
- Up to 2 booths (2 separate counties) at drive-thru experience
  - 5-10 volunteer spots per booth
- Reserved volunteer spots for up to 10 at packing party event
- Option to contribute a branded item to the Basics for Baby package to be distributed to all families
- Option to contribute printed material for the resource folder

## AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

## INVESTMENT

Sponsorship costs \$5,000

## WHAT WE NEED FROM YOU

High Resolution Vector Logo  
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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# Bronze Baby Booster Sponsor

## PRE-EVENT RECOGNITION

- Company name featured on all electronic communication
- Company recognition in select media materials
- Communications - Social media posts tagging your company (Facebook, Twitter)

## EVENT DAY RECOGNITION

- Company logo featured on select event signage

## OTHER BENEFITS

- Virtual resource fair
  - Video up to 3 minutes in length
- Virtual listing including:
  - Logo and weblink with description
- Zoom Baby Shower
  - Recognition during presentation (logo on slide)
- 1 booth at drive-thru experience
  - 5-10 volunteer spots per booth
- Early access to volunteer registration (same early access received by leadership donors, and VIPs)
- Option to contribute printed material for the resource folder

## AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

## INVESTMENT

Sponsorship costs \$2,500

## WHAT WE NEED FROM YOU

High Resolution Vector Logo  
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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# Teddy Bear Booth Sponsorship Package

## EVENT DAY RECOGNITION

- Company logo featured on select virtual event signage
- Company name featured on virtual event invitation
- Company name featured on select electronic communications
- Company name featured on event specific webpage with direct link to company website
- Communications - (1) Social media posts tagging your company

## OTHER BENEFITS

- Virtual listing including:
  - Logo and weblink with description
- Zoom Baby Shower
  - Featured on slide presentation
- Early access to volunteer registration
- Option to contribute printed material for the resource folder

## AVAILABILITY

This sponsorship is available for the Community Baby Shower event.

## INVESTMENT

Sponsorship costs \$1,000

## WHAT WE NEED FROM YOU

High Resolution Vector Logo  
File formats preferred: .eps, .ai, .pdf, .psd, or high-resolution .jpg.

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