



## *Golden Baby Shoe Awards*



# 2018 Sponsorship Proposal

A Healthy Start of Southwest Florida Event

**Saturday, November 10<sup>th</sup> 2018**

6pm – 9pm

**Spanish Wells Country Club, Bonita Springs, FL**

Honoring outstanding contributions of  
Healthcare and Social Services professionals  
who help give babies a Healthy Start in life.

Healthy Start of Southwest Florida  
1921 Jefferson Avenue Fort Myers, FL 33901  
Phone: 239-425-6920 Fax: 239-425-6921  
Anna@healthystartbaby.org

# Event Overview

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## ABOUT THE GOLDEN BABY SHOE AWARDS

Healthy Start Coalition of Southwest Florida is hosting the 8<sup>th</sup> Golden Baby Shoe Awards to celebrate the outstanding contributions of individuals who help give babies a healthy start in life. Award recipients will be honored at the Golden Baby Shoe Awards dinner on Saturday, November 10<sup>th</sup> 2018 at Spanish Wells Country Club in Bonita Springs. The elegant evening begins with a **wine and hors d'oeuvres reception and live music**. **Guests** then move into the beautiful ballroom for a plated dinner and more live music followed by the awards ceremony.

## HOW ARE AWARDEES SELECTED?

The deadline for nominations is August 10<sup>th</sup>. Nomination cards and fax application forms are both available. Nominations will then be reviewed by the awards committee, and awardees will be notified by the beginning of September.

Nominations are received from patients, co-workers, and friends from all four counties. An individual who may be nominated for this award meets the following criteria:

- Is a Doctor, Nurse, Mid-wife, Social Worker or other Health Care/Social Service Provider involved in the direct care of pregnant women, new mothers and/or babies;
- Has made a positive impact on improving the health of mothers and babies;
- Has demonstrated an enthusiasm and dedication for their work;
- Is well respected by colleagues and clients; and
- Has provided services in Lee, Collier, Glades or Hendry County Florida.

# About Healthy Start

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Healthy Start of Southwest Florida's mission is to ensure that every baby has a Healthy Start in life. Our goals are to decrease infant deaths and increase healthy births in Southwest Florida. Founded in 1992, we are a nonprofit 501(c) (3) organization, serving over 14,000 pregnant women and babies each year in Collier, Glades, Hendry, and Lee counties. 95 cents of every dollar received goes to local services.

Services include: pregnancy education and support, baby care, safe sleep, parenting, childbirth education, nutrition education, breastfeeding support, prenatal medical care for the uninsured, referrals to community resources, and screenings for health, development and behavior.

Healthy Start is a great investment. The cost of a premature baby is 10 times more than a normal birth. Also, a healthy start lasts a lifetime with research showing children born healthy are more likely to succeed in school and less likely to be end up in the juvenile justice system.

To find out more about us, please visit us on the web at [www.HealthyStartBaby.org](http://www.HealthyStartBaby.org).



*Hoping you will partner with us because a Healthy Start lasts a lifetime!*

## TICKETS

\$45 per person  
Table of 10 \$400  
Table of 8 \$320

There are a limited number of tables for 10.

Call to Purchase Tickets:  
(239) 425-6920

# Sponsor Packages

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The sponsorship packages outlined are a guide to opportunities and have been designed to be adaptable. We recognize that one size does not necessarily fit all. Should you wish to negotiate a package to suit your specific areas of interest, please do not hesitate to contact us.

All sponsors will receive the following standard acknowledgements:

- Company logo and/or name featured on all event promotional material (including print and electronic media) from the time the sponsorship agreement and specified deposit is received.
- Company logo will appear on the Healthy Start Southwest Florida website
- Listing in the event program
- Logo on sponsor posters at the event
- Approved Healthy Start Southwest Florida logo rights for company press release and other promotions

Additional benefits are listed below based on the sponsorship level.

**Title Sponsors** **\$3,500**

- Opportunity to present a 2 minute address from the podium at the event
- Acknowledgment as Title Sponsor on the cover of the event program
- Full page ad in the program
- One table for 10 people VIP seating at the event

**Lifetime Achievement Award Sponsors** **\$2,000**

- Full page ad in program
- One table for 8 people VIP seating

**Golden Baby Shoe Award Sponsors** **\$1,000**

- 1/2 page ad in the event program
- Four complimentary tickets to the event.

**Supporting Sponsors** **\$250-\$500**

- Business card size ad in the event program

## Sponsor Terms & Conditions

### EXPOSURE

HEALTHY START COALITION OF SOUTHWEST FLORIDA will identify Event Sponsor on HEALTHY START SOUTHWEST FLORIDA website pages, event posters, and event program.

### DURATION

The agreement is effective upon receipt of signed agreement and deposit, to at least one month after the event. Any promotional media after the event will acknowledge the support of Event Sponsor with priority positions by level of sponsorship.

### HEALTHY START SOUTHWEST FLORIDA RESPONSIBILITIES

HEALTHY START COALITION OF SOUTHWEST FLORIDA will arrange staff to plan, organize, market, promote, conduct and evaluate the event. HEALTHY START COALITION OF SOUTHWEST FLORIDA will recognize the Event Sponsor and provide exposure. HEALTHY START COALITION OF SOUTHWEST FLORIDA will adhere to the Event Sponsor's rules, restrictions and goals, respecting their identity.

### SPONSOR RESPONSIBILITIES

The Event Sponsor will provide 50% of funds at sign-on. Remaining balance must be paid in full prior to the Event. The Event Sponsor will provide high resolution logo/imagery and/or text that can be used by HEALTHY START COALITION OF SOUTHWEST FLORIDA for this event. The Event Sponsor may associate this event within their marketing and promotional plans.

### PROMOTIONAL LIMITATIONS

- a) Neither HEALTHY START COALITION OF SOUTHWEST FLORIDA nor the Event Sponsor shall have the right to use in any way the commercial or trade name, trademark(s), service mark(s), or other identification ("marks") of the other party without prior written consent of the other party.
- b) The Event Sponsor grants HEALTHY START COALITION OF SOUTHWEST FLORIDA a royalty-free, non-exclusive license to use and display the identity of the Event Sponsor and its associated marks (unless limited by an Attachment). Such use shall be limited solely to the duration of sponsorship and any related advertising or promotional materials. HEALTHY START COALITION OF SOUTHWEST FLORIDA and the Event Sponsor acknowledge that provisions in this paragraph do not convey any right, title or ownership interest in marks.

### TERM and TERMINATION

This Agreement shall be effective from the date of the Event Sponsor's authorized signature up to one month after the conclusion of the Golden Baby Shoe Awards event. Either party may terminate this agreement in writing with a thirty-day notice in the event that the other party substantially fails to perform and observe all or any of the Agreements terms, or if the other party enters into liquidation whether compulsory or voluntary.

HEALTHY START COALITION OF SOUTHWEST FLORIDA shall be entitled to terminate this Agreement, in writing, if monies due and payable under this Agreement (whether demanded or not) have not been paid in full on the due date for payment.

## Sponsor Terms & Conditions (continued)

The Event Sponsor shall be entitled to terminate this Agreement, in writing, for failure of HEALTHY COALITION OF START SOUTHWEST FLORIDA or of its subcontractors to perform its responsibilities.

Any dispute or claim concerning this Agreement, which is not disposed of by consensus among the parties within 30 days of written notification of dispute or claim shall terminate the Agreement.

In the case of Event cancellation or unresolved disputes or claims, neither party is entitled to damages. Any goods, services or funds received by HEALTHY START COALITION OF SOUTHWEST FLORIDA shall remain the property of Healthy Start Coalition of Southwest Florida, except upon termination of the Agreement by either party in which case unused funds or funds for uncommitted goods and services shall be returned to the Event Sponsor.

### FORCE MAJEURE

No party shall be responsible for events beyond its reasonable control. If the event is postponed due to conditions beyond Healthy Start Coalition of Southwest Florida's control, the event may be rescheduled. The Event Sponsor shall be entitled to, and HEALTHY START COALITION OF SOUTHWEST FLORIDA agrees to give the Event Sponsor, all the rights set forth in this Agreement at NO additional charge to the sponsor.

### NOTICES

All notices required or permitted under this Agreement shall be deemed as duly sent by email or postage prepaid with delivery receipts to:

Anna@HealthyStartSWFL.com

-Or-

Anna Sotir, Administrative Assistant  
Healthy Start Coalition Southwest Florida  
1921 Jefferson Avenue  
Fort Myers, FL 33901

### ENTIRE AGREEMENT

This Agreement contains the entire understanding between the parties and supersedes any and all agreements, arrangements, communications, or representations, whether oral or written. This Agreement can be amended, altered, modified or changed when approved in writing and signed by both parties.

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## Sponsor Application

|                                    |  |
|------------------------------------|--|
| Organization:                      |  |
| Contact Person:                    |  |
| Address:                           |  |
| Phone:                             |  |
| Email:                             |  |
| How did you hear about this event? |  |

PLEASE INDICATE SPONSORSHIP LEVEL:

|                          | Level                | Amount  |
|--------------------------|----------------------|---------|
| <input type="checkbox"/> | Title                | \$3,500 |
| <input type="checkbox"/> | Lifetime Achievement | \$2,000 |
| <input type="checkbox"/> | Golden Baby Shoe     | \$1,000 |
| <input type="checkbox"/> | Supporting Sponsor   | \$_____ |

A 50% non-refundable down payment is required along with this signed application. Please note: Credit card payments attract a 3% fee and payments by check attract no additional fees.

- \_\_\_\_\_ I have enclosed a check with this form, please provide a receipt.  
 \_\_\_\_\_ I will pay online at [www.healthystartbaby.org](http://www.healthystartbaby.org) (3% fee)  
 \_\_\_\_\_ Please send me an invoice for immediate payment.

Please submit your payment, signed application, and logo to:  
 Healthy Start Southwest Florida  
 1921 Jefferson Avenue, Fort Myers, FL 33901  
 Phone: 239-425-6920 Fax: 239-425-6921  
 Email: [Anna@HealthyStartBaby.org](mailto:Anna@HealthyStartBaby.org)

I have enclosed the 50% deposit required to secure my sponsorship and acknowledge that this application cannot be cancelled nor monies paid refunded.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

*From all of us at Healthy Start, thank you for your support!*