



BABY DAY™

THIRD ANNUAL BABY DAY FEBRUARY 7-13, 2021

STATEWIDE SPONSORSHIP OPPORTUNITIES

Support of Baby Day provides corporate partners the opportunity to raise their profile as a leader who is invested in our future generations and as a company that is committed to giving back.

Our partners enjoy tremendous benefits from association with the exciting Baby Day brand including year-round visibility and recognition.

PRESENTING SPONSOR—ONLY ONE AVAILABLE

\$75,000 (\$75,000 Tax-Deductible)

- Presenting sponsor recognition for the 2021 event, i.e. **The 3rd Annual Baby Day Presented by (Your Company)**
- Opportunity to briefly address virtual attendees during Baby Day through video messaging
- Company logo included on all external marketing collateral
- Company feature in (1) First3Years newsletter
- Company feature in (1) Baby Day newsletter
- Company mention in media coverage across all cities
- Opportunity to provide (1) pre-recorded Activity Station
- Opportunity to provide (1) branded item and/or company logo on (1) First3Years provided item in educational boxes
- Company logo on recorded activity videos on Baby Day site year round
- Company logo featured on daily welcome video during Baby Day
- Company logo featured on event registration page
- Company logo featured instructional flyer included in educational boxes
- Company logo featured on the main page of Baby Day website
- Company logo featured on supporters page of Baby Day website
- Company mention in monthly Baby Day social media posts
- Company logo included on front page of digital Baby Day program
- Company provided (1) full-page ad in digital Baby Day program
- Company name included in First3Years Annual Report

EDUCATIONAL BOX SPONSOR

\$30,000 (\$30,000 Tax-Deductible) *Add On: \$2,500 for Activity Station opportunity

- Company logo on (1) branded item in educational boxes
- Company logo featured instructional flyer included in educational boxes
- Company logo featured on daily welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company logo included on front page of digital Baby Day program
- Company provided (1) half-page ad in digital Baby Day program
- Company name included in First3Years Annual Report



FIRST 3 YEARS

CONTINUED LEARNING BOX SPONSOR

\$20,000 (\$20,000 Tax-Deductible) *Add On: \$2,500 for Activity Station opportunity

- Company logo on (1) branded item in continued learning boxes
- Company logo featured instructional flyer included in continued learning boxes
- Company logo featured on daily welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company logo included on front page of digital Baby Day program
- Company provided (1) half-page ad in digital Baby Day program
- Company name included in First3Years Annual Report

COMMUNITY CONVERSATION GROUP SPONSOR

\$8,000 (\$8,000 Tax-Deductible) *Add On: \$2,500 for Activity Station opportunity

- Opportunity to present a 30-min community conversation groups daily (e.g., nutritional tips and tricks)
- Company logo on screen during daily community conversation groups
- Company logo featured on daily welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company logo included on front page of digital Baby Day program
- Company provided (1) half-page ad in digital Baby Day program
- Company name included in First3Years Annual Report

DIGITAL SWAG BAG SPONSOR

\$5,000 (\$5,000 Tax-Deductible) *Add On: \$2,500 for Activity Station opportunity

- Opportunity to provide items for virtual attendee's swag bag (i.e., coupons, free trials for software, etc.)
- Company logo featured on daily welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company logo included on front page of digital Baby Day program
- Company provided (1) half-page ad in digital Baby Day program
- Company name included in First3Years Annual Report

ACTIVITY STATION SPONSOR

\$2,500 (\$2,500 Tax-Deductible)

- Opportunity to provide (1) pre-recorded Activity Station
- Company logo featured on daily welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company name included on front page of digital Baby Day program
- Company provided (1) half-page ad in digital Baby Day program
- Company name included in First3Years Annual Report

DIGITAL PROGRAM SPONSOR - FULL PAGE AD

\$1,000 (\$1,000 Tax-Deductible) *Add On: \$2,500 for Activity Station opportunity

- Company logo featured on (1) welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company name included on front page of digital Baby Day program
- Company provided (1) full-page ad in digital Baby Day program
- Company name included in First3Years Annual Report

DIGITAL PROGRAM SPONSOR - HALF PAGE AD

\$500 (\$500 Tax-Deductible) *Add On: \$2,500 for Activity Station opportunity

- Company logo featured on (1) welcome video during Baby Day
- Company logo on Baby Day supporters page
- Mention in (1) Baby Day social media post
- Company name included on front page of digital Baby Day program
- Company provided (1) half-page ad in digital Baby Day program
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2021 SPONSORSHIP COMMITMENT FORM

COMPANY NAME: _____
(As you would like it to appear on printed materials)

COMPANY REPRESENTATIVE: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

SIGNATURE: _____ DATE: _____

Yes, count on my participation at the following level:

____ PRESENTING SPONSOR
\$75,000 (\$75,000 tax-deductible)

____ ACTIVITY STATION SPONSOR
\$2,500 (\$2,500 tax-deductible)

____ EDUCATIONAL BOX SPONSOR
\$30,000 (\$30,000 tax-deductible)

____ DIGITAL PROGRAM SPONSOR- FULL PAGE AD
\$1,000 (\$1,000 tax-deductible)

____ CONTINUED LEARNING BOX SPONSOR
\$20,000 (\$20,000 tax-deductible)

____ DIGITAL PROGRAM SPONSOR- HALF PAGE AD
\$500 (\$500 tax-deductible)

____ COMMUNITY CONVERSATION GROUP SPONSOR
\$8,000 (\$8,000 tax-deductible)

____ ADD ON: ACTIVITY STATION
\$2,500 (\$2,500 tax-deductible)

____ DIGITAL SWAG BAG SPONSOR
\$5,000 (\$5,000 tax-deductible)

____ GENERAL DONATION
(100% tax-deductible)

PAYMENT INFORMATION

____ Enclosed is my check for \$ (Made payable to First3Years)

____ Please charge my credit card (check one): AMEX MC Visa Discover / Last 4 Digits : _____

The credit card information on the bottom portion of this agreement will be securely destroyed immediately after processing.

Name on Card: _____

Card Number: _____ Exp. Date: _____ CVV: _____



FIRST 3 YEARS

Please return to Natalie Fellows:
15851 Dallas Parkway #106, Addison, TX 75001
Phone: 972-822-3513 • nfellows@first3yearstx.org