



2011-2012 Corporate Sponsorship Opportunities

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The Baby & I Foundation

2011-2012 Corporate Sponsorship Opportunities

The innovative programs of The Baby and I Foundation are sponsored by organizations that are interested in supporting the lives of low-income expecting mothers while also looking for tangible, effective ways to enrich the Community and non-profit business sector. Associating your company with the positive, pro-business efforts of The Baby and I Foundation showcases to numerous segments of targeted business leaders your commitment to issues impacting their business. This support is critical and makes possible the many training programs designed to support and strengthen expectant mothers in Georgia.

This booklet serves as a tool for you to create a corporate sponsorship package most suitable to your company's strategic plan and to eliminate repeated solicitation of funds throughout the year. The Baby and I Foundation has created this document to help you review all of your sponsorship opportunities in one convenient place.

To meet one-on-one and match your marketing needs with a comprehensive, customized The Baby and I Foundation corporate sponsorship package for the entire year, contact Carlos Scott – Marketing Representative (678) 666-4927 info@thebabyandifoundation.org. To purchase individual corporate sponsorships, contact the Foundation's program managers at the numbers listed under each opportunity.

All promotions are dependent upon timely receipt of corporate sponsorship commitment.

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Advertising

The Baby and I Foundation produce several items that are distributed to the community. They vary in scope and content, but all are a great opportunity to advertise your business to Metro Atlanta communities. Targeted specifically to businesses and professionals in Metro Atlanta, our purpose is to establish and cultivate growing businesses and young talent within the community while building the next generation of business and community leaders.

Continuous Advertising:

Platinum Sponsor - \$ 50,000

Gold Sponsor - \$ 25,000

Silver Sponsor - \$ 10,000

Bronze Sponsor - \$ 5,000

Platinum Sponsorship - \$50,000

Benefits:

- Premier listing on The Baby and I Foundation website, program materials, and newsletters
- Exclusive invitations to all VIP events and receptions
- Mention in program related media releases
- A table (10 seats) with premier seating at annual event
- Full page ad in Premier Event Program
- Free advertisement of promotional materials

Gold Sponsorship - \$25,000

Benefits:

- Premier listing on The Baby and I Foundation website, program materials, and newsletters
- Exclusive invitations to all VIP events and receptions
- Mention in program related media releases
- A table (8 seats) with premier seating at annual event
- Half page ad in Premier Event Program
- Free advertisement of promotional materials

Silver Sponsorship - \$10,000

Benefits:

- Invitations to all The Baby and I Foundation events
- Recognition on website, program materials, and newsletters
- Five complimentary tickets to Premier Event
- Quarter page ad in Premier Event Program
- Free advertisement of promotional materials

Bronze Sponsorship - \$5,000

Benefits:

- Invitations to all The Baby and I Foundation events
- Recognition on website, program materials, and newsletters
- Three complimentary tickets to Premier Event

Friend - \$1,000

Benefits:

- Invitations to all The Baby and I Foundation events
- Recognition on website, program materials, and newsletters
- One complimentary tickets to Premier Event

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Advertising

As a sponsor, you will have the opportunity to showcase yourself as the best and the brightest our communities have to offer. Events provide learning opportunities to develop communities and businesses, enhance professional networks and relationships, and encourage community involvement.

Monthly Advertisement:

Platinum Sponsor - \$ 5,000

Gold Sponsor - \$ 2,500

Silver Sponsor - \$ 1,000

Bronze Sponsor - \$ 500

Platinum Sponsorship - \$ 5,000

Benefits:

- Month-long sponsorship
- Logo with link to your company's Web site posted on Baby and I Foundation Web site for one month
- Recognition in press releases all month for events to be distributed by the Foundation to all local media editors, managers and representatives in the Metro Atlanta area, including print and broadcast news
- Logo recognition on all printed promotional all month
- Logo recognition on online Baby and I Foundation membership application all month
- Logo or name (as appropriate) on E-newsletter and other publications
- Banner ad on website
- Logo or name (as appropriate) on email invitations
- Signage at all monthly events, recognizing your organization as the Platinum sponsor
- Sponsorship of two of the monthly programs which include
 - Logo with link to your company's Web site on event section of The Baby and I Foundation Web site
 - Opportunity to deliver Sponsor Spot (2 to 3 minute overview of your organization)
 - An opportunity to place promotional items at each seat Business Showcase Table to display information and promotional materials about your company
 - Multiple print, electronic and Web site calendar listings
 - Name in all event articles in publications, such as and the E-newsletter
 - Name in E-newsletter
 - Name in all event press releases, recognition in all pre-event promotion

Advertising

Gold Sponsorship – \$2,500 for one month

Benefits:

- Exclusive month-long sponsorship
- Banner ad on all directory pages for one month
- Logo in E-newsletter
- Logo or name (as appropriate) on all directory communications
- Signage at all events, recognizing your organization as the sponsor

Silver Sponsor – \$1,000 for one monthly program

Benefits:

- Logo with link to your company's Web site on event section of The Baby and I Foundation Web site
- Logo on email invitation
- Opportunity to deliver the Sponsor Spot, a brief (2 to 3 minute) overview of your organization
- Opportunity to place promotional items at each seat
- Business Showcase Table to display information and promotional materials about your company
- Multiple print, electronic (more than 10,000 impressions) and Web site calendar listings (8,000 visitors per month)
- Name in all event articles in publications, such as and E-newsletter
- Logo in E-newsletter
- Name in all event press releases
- Recognition in all pre-event promotion

Bronze Sponsorship– \$500 for one monthly program

Benefits:

- Table to display information about company and promotional materials as well as recognition from the lectern.

Contact: (678) 666-4927 info@thebabyandifoundation.org

Business Builders Brunch

JANUARY 2012

Presenting Sponsor: \$500

Benefits:

- Opportunity to give sponsor remarks at the event
- One seat at the VIP table and three additional complimentary seats
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Company name on program and on The Baby and I Foundation Web site
- Recognition at Annual Luncheon
- Logo recognition on event promotion items

Gold Sponsor: \$250

Benefits:

- Three complimentary seats at the brunch
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Recognition on The Baby and I Foundation Web site

SUPER BOWL BENEFIT & 50/50 RAFFLE

FEBRUARY 2012

Presenting Sponsor: \$500

Benefits:

- Opportunity to give sponsor remarks at the event
- One seat at the VIP table and three additional complimentary seats
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Company name on program and on The Baby and I Foundation Web site
- Recognition at Annual Luncheon
- Logo recognition on event promotion items

Gold Sponsor: \$250

Benefits:

- Three complimentary seats at the brunch
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Recognition on The Baby and I Foundation Web site

Business Builders Brunch

A NIGHT OF HOPE BANQUET:

Dinner /Silent Auction with Live Entertainment

This prestigious “black-tie” dinner meeting is attended by many business leaders to celebrate successes and welcome new relationships. Held at one of the foundation’s venues, this annual event is one of our largest networking and social fundraisers of the year. All businesses donate either a service offered or items for auction as a representation of their organization.

FEBRUARY 2012

Presenting Sponsor – \$10,000

Benefits:

- Exclusive sponsorship
- Four tables of ten
- Logo on Annual Dinner invitation and program
- Logo in newsletter issue and two E-newsletter
- Press release sent announcing the naming of a Presenting Sponsor
- Company name listed in all pre and post-event press releases (sent to appropriate print and electronic media in metro Atlanta)
- Recognized at Board of Director’s meetings
- Name listed in print and electronic calendars of events
- Announcement at multiple events
- Logo on all event signage, including multiple sponsor thank you signs
- Name included in event announcement on Cobb Galleria Centre marquee
- Announcement and formal thank you from lectern
- Five minute sponsor remarks at the event Appropriate giveaway item for all attendees at each place

Diamond Sponsor - \$5,000

Benefits:

- Two tables of ten
- Logo on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the website
- Name included in a magazine, three newsletter issues and two E-newsletters
- Company name listed in all pre and post-event press releases
- Recognized at Board of Director’s meetings
- Logo on all event signage, including multiple sponsor thank you signs
- Announcement and formal thank you from lectern

Wine Sponsor - \$3,000

Benefits:

- One table of ten
- Name on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the website
- Name included in the local magazine, a newsletter issue and E-newsletters
- Name listed in all pre and post-event press releases
- Recognized at Board of Director’s meetings
- Logo on exclusive food/beverage signage
- Announcement and formal thank you from lectern and by the band

Business Builders Brunch

A NIGHT OF HOPE BANQUET:

Entertainment Sponsor - \$3,000

Benefits:

- One table of ten
- Name on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the website
- Name included in the local magazine, a newsletter issue and E-newsletters
- Name listed in all pre and post-event press releases
- Recognized at Board of Director's meetings
- Logo on exclusive entertainment signage
- Announcement and formal thank you from lectern and by the band

Business Showcase - \$150

Benefits:

- Table to display information about company and promotional materials as well as recognition from the lectern.
- Recognition at sponsored event and on printed event materials
- Opportunity to distribute promotional materials at event

Program Sponsor - Donation of any level accepted

Benefits:

- Recognition on printed agenda that is distributed to participants

ST. PATRICK'S DAY CLOVERS OF HOPE:

You scream, I scream, we all scream for KRISPY KREME Drive

This signature event features high-profile speakers that have graced our events through the years. These meetings are designed to keep members well informed about business and regional issues. The breakfast is open to members, as well as non-members.

MARCH 2012

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Opportunity to distribute promotional materials at event
- Recognition on printed agenda that is distributed to participants

Program Sponsor – In-kind (ex. facility, food and beverage, class gifts, speaker)

Benefits:

- Recognition at event
- Opportunity to distribute promotional materials
- Recognition on printed agenda that is distributed to participants

Business Builders Brunch

SHOWERS OF HOPE ANNIVERSARY CELEBRATION

This prestigious “all-white attire” dinner meeting is attended by many local county business leaders to celebrate past successes and welcome new leadership. Held at one of our foundation’s venues it is one of our largest networking and social event of the year.

APRIL 2012

Presenting Sponsor – In-kind food and beverage donation or \$1,800

Benefits:

- Exclusive sponsorship to showcase your facility, programs and services
- Logo on E-reminder
- Logo recognition on event promotion items
- Announcements at Board Meetings
- Included in multiple print , electronic and Web site calendar listings, and in two newsletter articles
- Name in all event press releases
- Name included in the event announcement and brochure
- Recognition from lectern during event and sponsor remarks

Business Showcase – \$150

Benefits:

- Table to display information about company and promotional materials as well as recognition from the lectern.
- Recognition at sponsored event and on printed event materials
- Opportunity to distribute promotional materials at event

WAITING FOR DOLLARS

Through the partnership of local restaurants, our group will take over waiting tables and bussing dirty dishes, in exchange for tips from your group. Most patrons, hearing their tip money will be going for a good cause will probably be generous giving more than the customary fifteen to twenty percent. The restaurant will want to donate \$1 for every meal ordered from the menu.

APRIL 2012

- Donation matching: we ask that all partners, donors, and sponsors commit to match donations at certain percentages. Matching contributions come at 10%, 15%, 20%, 50% and 100%.

MOM’S DAY O.U.T.: (An Oppportunity to Unwind & Take It Easy)

Luncheon highlights the key role that women in business and community leaders play in our city and state, providing important information and an opportunity to network. In addition, the group explores how women owned businesses continue to thrive in the pro-business environment fostered by the Foundation. Program Sponsors are exclusive to Metro Atlanta cities and state business.

MAY 2012

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Opportunity to distribute promotional materials at event
- Recognition on printed agenda that is distributed to participants

Program Sponsor – In-kind (ex. facility, food and beverage, class gifts, speaker)

Benefits:

- Recognition at event
- Opportunity to distribute promotional materials
- Recognition on printed agenda that is distributed to participants

Business Builders Brunch

SERVICES AUCTION

Both within your organization and in our community, our research has determined that there are people who engage in all kinds of professions. They can offer one hour of their professional service in exchange for the winning bid. Services offered such as answering phones, filing, lawn care, office/house cleaning, tax preparation, accounting, etc. Let's let the "bidding" begin and watch it grow from there!

MAY 2012

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Opportunity to distribute promotional materials at event
- *Recognition on printed agenda that is distributed to participants*

SUMMER TIME CELEBRITY MIXER:

Networking and Local Celebrity/Business Leader Awareness Event

This event is designed to allow organizations to raise awareness for their foundation as well as enjoy great cocktails and entertainment. Not only will foundations be highlighted throughout the event but organizations will also have a chance to network and meet and greet with other like minded and service focused corporations.

JUNE 2012

Presenting Sponsor – \$10,000

Benefits:

- Exclusive sponsorship
- Four tables of ten
- Logo on Annual Dinner invitation and program
- Logo in newsletter issue and two E-newsletter
- Press release sent announcing the naming of a Presenting Sponsor
- Company name listed in all pre and post-event press releases (sent to appropriate print and electronic media in metro Atlanta)
- Recognized at Board of Director's meetings
- Name listed in print and electronic calendars of events
- Announcement at multiple events
- Logo on all event signage, including multiple sponsor thank you signs
- Announcement and formal thank you from lectern
- Five minute sponsor remarks at the event Appropriate giveaway item for all attendees at each place

Diamond Sponsor – \$5,000

Benefits:

- Two tables of ten
- Logo on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the website
- Name included in a magazine, three newsletter issues and two E-newsletters
- Company name listed in all pre and post-event press releases
- Recognized at Board of Director's meetings
- Logo on all event signage, including multiple sponsor thank you signs
- Announcement and formal thank you from lectern

Business Builders Brunch

Wine Sponsor – \$3,000

Benefits:

- One table of ten
- Name on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the website
- Name included in the local magazine, a newsletter issue and E-newsletters
- Name listed in all pre and post-event press releases
- Recognized at Board of Director's meetings
- Logo on exclusive food/beverage signage
- Announcement and formal thank you from lectern and by the band

Entertainment Sponsor – \$3,000

Benefits:

- One table of ten
- Name on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the website
- Name included in the local magazine, a newsletter issue and E-newsletters
- Name listed in all pre and post-event press releases
- Recognized at Board of Director's meetings
- Logo on exclusive entertainment signage
- Announcement and formal thank you from lectern and by the band

Business Showcase – \$150

Benefits:

- Table to display information about company and promotional materials as well as recognition from the lectern.
- Recognition at sponsored event and on printed event materials
- *Opportunity to distribute promotional materials at event*

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition on printed agenda that is distributed to participants

Business Builders Brunch

SPARKING A SPIRIT OF H.O.P.E. EXPLOSION

The annual membership campaign involves more than 200 volunteers from some of Metro Atlanta's top counties and companies. It features two campaign parties and a final victory party to celebrate the Foundation's success and the success of all partners and volunteers.

JULY 2012

Reception Sponsor – \$3,000

Benefits:

- Exclusive sponsorship
- One table of ten
- Name on Annual Dinner invitation and program
- Logo on Annual Dinner pages on the Foundation website
- Name included in local magazine, three newsletter issues, and two E-newsletters
- Name listed in all pre and post-event press releases
- Recognized at Board of Director's meetings
- Logo on exclusive reception signage
- Announcement and formal thank you from lectern

Presenting Sponsor – \$650

Benefits:

- Logo recognition on E-vite
- Recognition and sponsor remarks during event
- Opportunity to place promotional materials on chairs of attendees
- Business showcase table at event to display promotional materials
- Logo recognition on AV screen at event
- Copy of all attendees' business cards

Food Sponsor – In-kind or \$300

Benefits:

- Logo recognition on E-vite
- Recognition and sponsor remarks during event
- *Opportunity to place promotional materials on chairs of attendees*
- *Business showcase table at event to display promotional materials*

SPONSOR MY A's and B's

Give Our Schools and expectant mom's that attend School a hand is an annual celebration coordinated by The Baby and I Foundation. This event recognizes and honors the expectant parents that have chosen to go back to school, the community, educators in the local school systems, and our Partners in Education. The activities bring together students, educators, businesses and the community to celebrate the accomplishments of Georgia educators and the strength of our public school systems. The celebration includes a breakfast for all Teachers and Mom's. The celebration concludes with a buffet luncheon.

AUGUST 2012

Presenting Sponsor: \$800

Benefits:

- Opportunity to give sponsor remarks at the event
- Opportunity to place marketing materials at each seat and to have a business showcase table
- *Company name on program and on the website*
- *Recognition at Annual Luncheon*

Business Builders Brunch

Food Sponsor – In-kind or \$500

Benefits:

- Logo recognition on E-vite
- Recognition and sponsor remarks during event
- Opportunity to place promotional materials on chairs of attendees
- Business showcase table at event to display promotional materials
- Logo recognition on AV screen at event
- Copy of all attendees' business cards

Gold Sponsor: \$250

Benefits:

- Opportunity to give sponsor remarks at the event
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Recognition on the website

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Recognition on printed agenda that is distributed to participants

Program Sponsor – In-kind (ex. facility, food and beverage, class gifts, speaker)

Benefits:

- Recognition at event
- Recognition on printed agenda that is distributed to participants

A LABOR OF LOVE AWARENESS WEEK

SEPTEMBER 2012

During this week long event participants are asked to pick a day and present an event to your community in the form of a Labor of Love. Events can be anything from a volunteer event at a local shelter or soup kitchen, community service, fundraising event, etc.

All activities will be posted on the website on our week calendar as well as printed promotional materials. All participating companies will have recognition on their day as well as on distributed promotional materials.

PENNIES FROM HEAVEN FUNDRAISER

This fundraiser will create a healthy competition amongst classes, homerooms, or Sunday school classes while letting the students work together for a common goal. A penny fundraiser is simple. Each class will have a jar to collect pennies in. One penny equals one vote towards the class. To make it interesting and raise more money, let any other coin denomination equal a vote against the class. For instance, a nickel would equal five votes against the class. Keep each classes jar in a public location to allow anyone to cast a vote for or against a class. Empty each jar at the end of the day and keep a running total. Let this fundraiser run for at least a week to give everyone a chance to bring in their pennies. A great time to run this fundraiser would be during school spirit week. The final result can be revealed during a pep rally at the end of the week. This is a fun and easy fundraiser.

SEPTEMBER 2012

Donation matching: we ask that all partners, donors, and sponsors commit to match donations at certain percentages.

Matching contributions come at 10%, 15%, 20%, 50% and 100%.

Business Builders Brunch

HOPE-tober NIGHT: Costume & Karaoke Night Donation Drive

OCTOBER 2011

Presenting Sponsor: \$800

Benefits:

- Exclusive sponsorship
- Opportunity to give sponsor remarks at the event
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Company name on program and on the website
- Recognition at Annual Luncheon

Gold Sponsor: \$250

Benefits:

- Opportunity to give sponsor remarks at the event
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Recognition on the website

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Recognition on printed agenda that is distributed to participants

Program Sponsor – In-kind (ex. facility, food and beverage, class gifts, speaker)

Benefits:

- Recognition at event
- Recognition on printed agenda that is distributed to participants

GIVING PLENTY & HARVESTING HOPE Donation Drive

NOVEMBER 2011

Presenting Sponsor: \$800

Benefits:

- Exclusive sponsorship
- Opportunity to give sponsor remarks at the event
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Company name on program and on the website
- Recognition at Annual Luncheon

Gold Sponsor: \$250

Benefits:

- Opportunity to give sponsor remarks at the event
- Opportunity to place marketing materials at each seat and to have a business showcase table
- Recognition on the website

Business Builders Brunch

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Recognition on printed agenda that is distributed to participants

Program Sponsor – In-kind (ex. facility, food and beverage, class gifts, speaker)

Benefits:

- Recognition at event
- Recognition on printed agenda that is distributed to participants

MOM'S HOLIDAY \$HOP FOR A CAUSE NOVEMBER 2011

This jointly sponsored event with Macy's is a discount day geared at raising money for non-profit organizations. We ask for all sponsors to sell as many of these discount books at \$5.00, while volunteers will also be selling books on the day of the event.

BOTTLE-IT-UP

Baby bottle banks will be distributed at various locations around the metro area where all participants will be competing to collect the most change for the foundation. All donations will be tallied at the end of the event program and the winning supporter will be honored at the holiday party in December.

NOVEMBER 2011

Donation matching: we ask that all partners, donors, and sponsors commit to match donations at certain percentages. Matching contributions come at 10%, 15%, 20%, 50% and 100%.

H.A.P.P.Y HOLIDAY'S: (Helping A Parent Provide for their Young) Donation Drive

DECEMBER 2011

Business Showcase – \$150

Benefits:

- Table to display information about company and promotional materials as well as recognition from the lectern.
- Recognition at sponsored event and on printed event materials
- Opportunity to distribute promotional materials at event

Program Sponsor – Donation of any level accepted

Benefits:

- Recognition at sponsored event
- Opportunity to distribute promotional materials at event
- Recognition on printed agenda that is distributed to participants

Program Sponsor – In-kind (ex. facility, food and beverage, class gifts, speaker)

Benefits:

- Recognition at event
- Opportunity to distribute promotional materials
- Recognition on printed agenda that is distributed to participants

Business Builders Brunch

SANTA & ME PICTURE PERFECT PANCAKE BREAKFAST

DECEMBER 2011

Presenting Sponsor – \$500

Benefits:

- Exclusive sponsorship
- Logo recognition on E-vite
- Recognition and sponsor remarks during event
- Opportunity to place promotional materials on chairs of attendees
- Business showcase table at event to display promotional materials
- Logo recognition on AV screen at event
- Copy of all attendees' business cards

Food Sponsor – In-kind or \$300

Benefits:

- Exclusive sponsorship
- Logo recognition on E-vite
- Recognition and sponsor remarks during event
- Opportunity to place promotional materials on chairs of attendees
- Business showcase table at event to display promotional materials
- Logo recognition on AV screen at event
- Copy of all attendees' business cards