

R Baby Foundation
Mother's Day Run/Walk 2009
Sponsorship Opportunities

Guardian - \$25,000

Your donation will:

- **Ensure the opening of a wing in a local hospital dedicated to emergency pediatric care.**

You will receive:

- **Admission for 25 Walkers**
- Prominent logo placement on the Start Stage Backdrop on Run/Walk day (seen by thousands of people, if logo is received by Monday, December 1, 2008)
- Prominent logo placement on Run/Walk day t-shirts (worn by up to 10,000 people and seen by thousands more, if logo is received by Monday, December 1, 2008)
- Prominent logo placement in Run/Walk brochure (50,000 copies distributed, if logo is received by Monday, December 1, 2008)
- Prominent listing as sponsor in Team Captain packet (sent to 1,000 people, if logo is received by Monday, December 1, 2008)
- Special recognition/signage along 2009 Run/Walk route (attended by up to 10,000 people and seen by hundreds more)
- Opportunity to distribute promotional materials in Run/Walk gift bag (received by 1,000 people)
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to RBF, e.g. RBF newsletter, promotional emails and press releases

Parent - \$15,000

Your donation will:

- **Fund neonatal training of emergency room attendants in ten area hospitals.**

You will receive:

- **Admission for 15 Walkers**
- Prominent logo placement on the Start Stage Backdrop on Run/Walk day (seen by thousands of people, if logo is received by Monday, December 1, 2008)
- Logo placement in Run/Walk brochure (50,000 copies distributed, if logo is received by Monday, December 1, 2008)
- Listing as sponsor in Team Captain packet (sent to 1,000 people, if logo is received by Monday, December 1, 2008)
- Signage along 2009 Run/Walk route (attended by up to 10,000 people and seen by hundreds more)
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to RBF, e.g. RBF newsletter, promotional emails and press releases

Caretaker - \$10,000

Your donation will:

- **Fund a program at a local hospital to ensure better communication between doctors and parents.**

You will receive:

- **Admission for 10 Walkers**
- Logo placement on the Start Stage Backdrop on Run/Walk day (seen by thousands of people, if logo is received by Monday, December 1, 2008)
- Logo placement in Run/Walk brochure (50,000 copies distributed, if logo is received by Monday, December 1, 2008)
- Signage along 2009 Run/Walk route (attended by up to 10,000 people and seen by hundreds more)
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to RBF, e.g. RBF newsletter, promotional emails and press releases

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Nurturer - \$5,000

Your donation will:

- **Fund an educational seminar for 100 physicians aimed at diagnosing illnesses in newborns.**

You will receive:

- **Admission for 5 Walkers**
- Logo placement in Run/Walk brochure (50,000 copies distributed, if logo is received by Monday, December 1, 2008)
- Recognition at the 2009 Run/Walk (attended by up to 10,000 people and seen by hundreds more)
- Acknowledgement of gift and name mentioned on website

Other Amount

- RBF will be happy to accept donations of any amount if you are unable to match the stated guidelines. Please fill out the attached form if you would like to contribute.

Underwriting Opportunities

RBF would be honored if your company would underwrite:

- Music at the Run/Walk
- Entertainment at the Run/Walk
- Photography of walkers and runners
- Printing costs associated with the Run/Walk
- Incentive gifts for walkers and runners

Exposure opportunities for your company vary by level.

Contact Information

- To learn more about these opportunities, please contact Darren Port at 646.278.6735 or darren@poweredbyprofessionals.com or fill out the attached form.



**R Baby Foundation
Mother's Day Run/Walk 2009
Sponsorship Form**

Please mail, fax, or email this form (and hi-res company logo, if applicable) to:

R Baby Foundation, Darren Port
c/o Powered by Professionals
1375 Broadway, 3rd Floor
New York, NY 10018
Phone: 646.278.6735
Fax: 212.591.6410
Email: darren@poweredbyprofessionals.com

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip : _____

Daytime Phone: (____) _____ - _____ Evening Phone: (____) _____ - _____

Email: _____

Level of Sponsorship		Getting Involved
Guardian	\$25,000	I would like to learn more about forming corporate teams within my company.
Parent	\$15,000	
Caretaker	\$10,000	I would like to learn more about underwriting part of the Walk.
Nurturer	\$5,000	
Other amount	\$ _____	I would like to inform my contacts at other companies about the Walk.

Credit Card: Visa MasterCard AmEx

Credit Card Number: _____ Expiration Date: _____

Security Code: _____ Signature: _____

Check: Please make your check payable to **R Baby Foundation** and enclose it in an envelope with this form.

Donor wishes to remain anonymous.

**R Baby Foundation is a not-for-profit public charity recognized by the IRS under 501 (c) (3).
R Baby Foundation's EIN/Tax ID is 11-3792587.*