



Footprints on Our Hearts Walk

2017 Corporate Sponsorship Opportunities



Saturday, October 14, 2017
12:00 p.m. – 3:00 p.m.
College Woods Park, East Rock
New Haven, Connecticut
www.hopeafterloss.org



Dear Friend of Hope After Loss,

Hope After Loss, Inc.® supports the pregnancy and infant loss community. Through peer support, burial assistance, education, and awareness initiatives, we provide connections, comfort, and care to bereaved families across Connecticut.

To help fund our programs, we annually host our Footprints on Our Hearts Walk. Hundreds of people come together every year in support and to honor babies gone too soon. Local businesses and individuals can support Hope After Loss, Inc.® by sponsoring this event. Our goal this year is to raise \$70,000.

Highlights from 2016

We raised \$64,652.69

We had 403 participants

543 people made pledges in support of our walkers

We raised almost half of our 2016-2017 Operating Budget

Funds raised from this event enabled us to:

- **Increase the out-reach of our burial assistance program, helping 50 families across Connecticut bury or cremate their baby**
- **Strengthen our peer support for groups and individuals**
- **Expand our outreach and education initiatives to reach over 375 professionals all over Connecticut.**

Our 7th Annual Footprints on Our Hearts Walk is on Saturday, October 14, 2017, at College Woods, East Rock Park in New Haven, Connecticut. We anticipate an even greater number of walkers and donors this year, as well as widespread public interest.

Your help is crucial. Our **Goal** is to increase our operating budget in 2017-2018 so that we can expand our services: offering more burial financial assistance to those in need, creating additional peer support groups throughout Connecticut and expanding our outreach programs to train more professionals to reach the underserved community.

WE NEED YOU to be a sponsor of our 2017 Footprints on Our Hearts Walk. You will gain exposure to thousands of Connecticut residents and you will support our programming throughout the coming year. With your help, we can continue to make a difference in the lives of grieving families. Enclosed, please find our sponsor packet with information about sponsorship opportunities. We are abundantly grateful for your support.

Warm regards,

Ann Tramontana-Veno,
Executive Director



Pregnancy and Infant Loss Fact Sheet

- **Ten percent** of women will experience **infertility**
- **One in five** women will experience **miscarriage**
- **1-2%** of women experience **recurrent pregnancy loss**
- About **24,000** babies are **stillborn** each year in the United States
- Approximately **19,000** babies die within their **first month of life**
- Nearly **3,500** babies die annually due to **S.I.D.S.** (Sudden Infant Death Syndrome) and **S.U.D.S.** (Sudden Unexplained Death Syndrome)
- Nearly **24,000** children die annually in the United States **before their first birthday**

Sources: cdc.gov, nih.gov, uptodate.com, marchofdimmes.org

How Hope After Loss Helps

- Five Pregnancy and Infant Loss Support Groups in New Haven, New Canaan, Guilford, Middletown and West Hartford, serving over 300 bereaved individuals
- One peer-led Subsequent Pregnancy Support Group in New Haven
- One-on-one peer support for those experiencing loss of a pregnancy or infant
- Burial and cremation financial assistance provided to families in need
- Outreach and Education to hundreds of professionals caring for families who experience pregnancy or infant loss



2017 Corporate Sponsorship Levels

Platinum	<hr/>	\$5,000
<ul style="list-style-type: none">* Logo prominently featured on all event announcements and other materials* Recognition in all walk press releases* Acknowledgment during opening ceremony* Logo prominently featured on t-shirt* Logo on walk website* Full-page color advertisement (4.5" wide by 7.5" high) in program book* Event day signage		
Gold	<hr/>	\$2,500
<ul style="list-style-type: none">* Name on all event announcements and other materials* Logo on t-shirt* Logo on walk website* Full-page black-ink advertisement (4.5" wide by 7.5" high) in program book* Event day signage		
Silver	<hr/>	\$1,000
<ul style="list-style-type: none">* Logo on t-shirt* Logo on walk website* Half-page black-ink advertisement (4.5" wide by 3.5" high) in program book* Event day signage		
Bronze	<hr/>	\$500
<ul style="list-style-type: none">* Name on t-shirt* Name on walk website* Quarter-page black-ink advertisement (4.5" wide by 1.75" high) in program book* Event day signage		
Friend	<hr/>	\$250
<ul style="list-style-type: none">* Event day signage* Name on walk website* Name in program book		



2017 Corporate Sponsor Form

Please check your preferred sponsorship level:

- | | |
|---|---|
| <input type="checkbox"/> Platinum: \$5,000 | <input type="checkbox"/> Full page ad (5" w x 8" h) \$200 |
| <input type="checkbox"/> Gold: \$2,500 | <input type="checkbox"/> 1/2 page ad (5" w x 4" h) \$100 |
| <input type="checkbox"/> Silver: \$1000 | <input type="checkbox"/> 1/4 page ad (5" w x 2" h) \$50 |
| <input type="checkbox"/> Bronze: \$500 | <input type="checkbox"/> Dedication Ad (2.25" w x 4" h) \$40 |
| <input type="checkbox"/> Friend: \$250 | <input type="checkbox"/> Additional Donation _____ |

Company/Individual/Family Name: _____

Name as you would like it to appear in print: _____

Contact person: _____

Mailing address: _____

Phone number(s): _____

E-mail address: _____

If applicable, please e-mail your company's logo and/or ad as a high-resolution JPEG or PDF file to marisa at: marisac@hopeafterloss.org by 5pm Friday September 8, 2017.

Please make your check payable to Hope After Loss and enclose it with this form.

Please mail this form to:
Hope After Loss
900 Chapel Street, 10th Floor
New Haven, CT 06510
www.hopeafterloss.org

Thank you for your support!

Hope After Loss, Inc is a 501c3 organization and all donations are tax-deductible to the extent allowable by law.
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