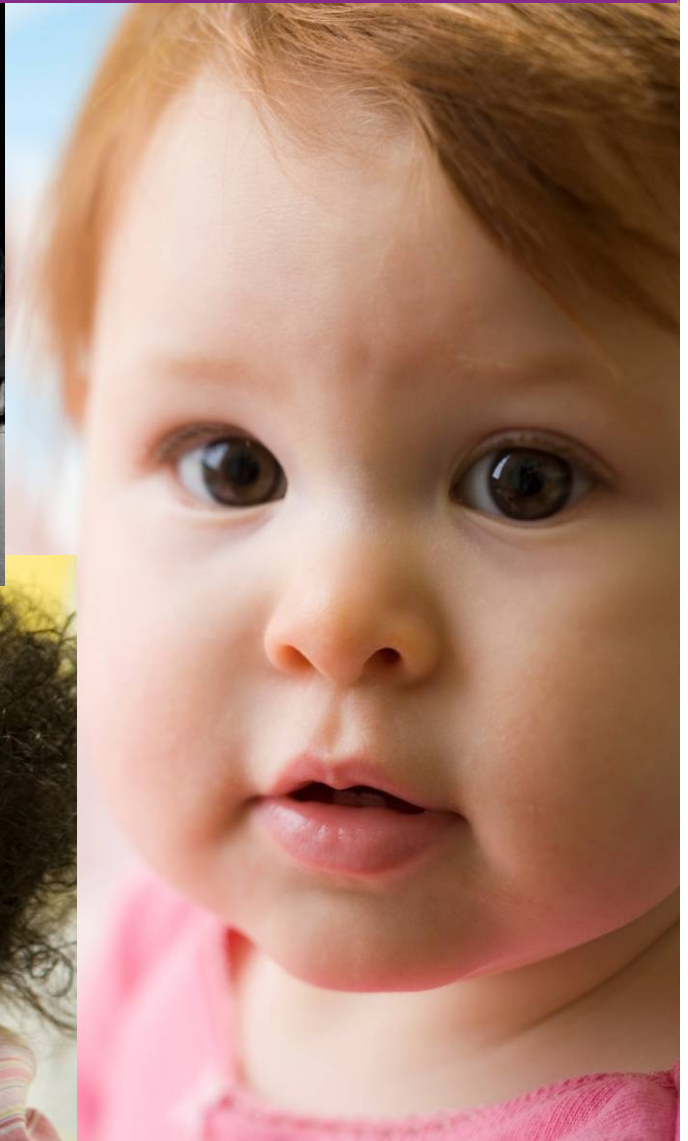


Presenting:
March for Babies
an invitation to be a champion
for all babies



march  of dimes®



our mission

The March of Dimes mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality.



what makes us different

Through the discovery of the Salk vaccine in 1952, the March of Dimes earned the distinction of being the first and only organization to conquer the disease for which it was founded.

With the virtual eradication of polio in the U.S., the organization shifted its focus to prematurity and infant mortality.

strength of the march of dimes brand

- March of Dimes is the second most recognized major health charity by women and moms, boasting brand recognition among 95% of women and 98% of moms (Gallup, 2006-2008).
- 79% of women report that their opinion ultimately determines household financial decisions, which translates into nearly \$2 trillion in spending each year.
- March of Dimes is a national organization with chapters and reach in all 50 states and Puerto Rico, providing opportunities to expand partnerships into its core markets across the country.

target audience by the numbers

March of Dimes signature event, March for Babies takes place nationwide to raise money to support our mission. March for Babies takes place in more than 900 communities across the country with more than 1 million people walking with their families and co-workers.

The profile of a March of Dimes, March for Babies core volunteer/participant is:

88% are female

79% are women ages 18 to 45

61% have attended or graduated college

65% are married

March for Babies has huge corporate participation and engage businesses, organization, and community involvement nationwide.

march for babies

March for Babies

April 24, 2010

8:00 am Registration

9:00 am Walk

Will Co. Forest Preserve

Four Rivers Environ-
ment Center.



March for Babies 2010

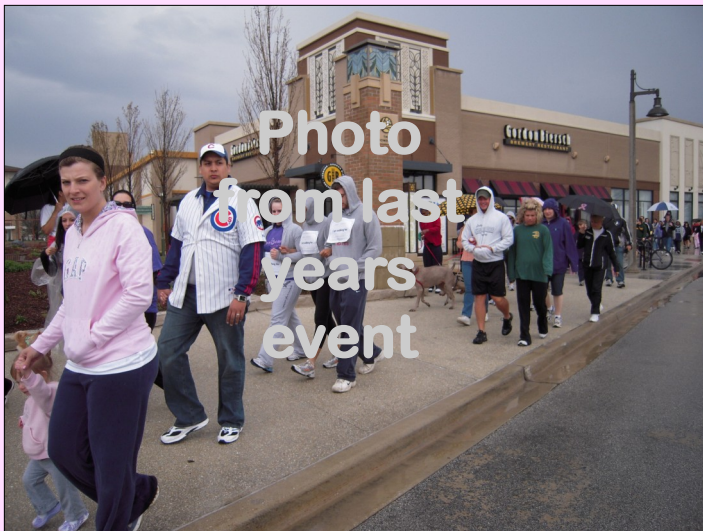
10K Run or Walk

Each year families and companies come together to walk and raise funds for the mission of the March of Dimes.

In Channahon, we are excited to have our first March for Babies supported at new site, Will County Forest Preserve Dist., Four Rivers Environment Center off of Blackberry Lane in Channahon.

Our walkers will begin the walk in the Grand Hall and travel the footpath thru the Forest Preserve.

Please join us in walking to raise funds to support research to cure Premature Births, Birth defects and Infant Mortality. 90 Cents of each dollar raised goes to research.



march  of dimes®

march for babies

sponsorship levels

PRESENTING SPONSOR

- Media opportunities offered at this level
- Opportunity to host a booth/tent to promote products and services at the start and finish line of the walk
- Opportunity to distribute product at booth/tent and market to all walkers at the start and finish line
- 3 minute speaking opportunity at the walk
- Participation in opening ceremony and opportunity to be photographed with emcee (usually a local t.v./radio personality)
- Strategic placement of banner on center stage
- Strategic logo placement as presenting sponsor on March for Babies t-shirt, route cards and invitations
- Entry, signage or speaking opportunities at other March of Dimes events
- Ambassador family named in your honor
- Mention in all e-blast to walkers
- Access to all professional photos taken that feature your company logo, banners and employees
- Recognition in event releases and media alerts

OPENING CEREMONIES SPONSOR

- Opportunity to host a booth/tent to promote products and services at the start/finish line of the walk
- Opportunity to distribute product at booth/tent and market to all walkers at the start & finish line
- Participation in opening ceremony
- Logo on March for Babies t-shirt, route cards and invitations before print date.
- Access to all professional photos taken that feature your company logo, banners and employees
- Recognition in event releases and media alerts
- Message about your company & logo on all newsletters distributed to all walkers.

CHECKPOINT SPONSOR

- Opportunity to host a booth/tent to promote products and services along the route
- Opportunity to distribute product at booth/tent and market to all walkers along the route
- Banner on booth/tent
- Logo on route card

MISSION SPONSOR

- Opportunity to host a booth or display area to promote products and services at the family area
- Banner on booth or display table
- Name listed on route card given to all walkers in attendance

Other sponsorship opportunities can be crafted to suit the specific needs and interests of the particular individual or organization. For more information contact:

Pamela Bowden
Community Director
March of Dimes
815.741.3518
pbowden@marchofdimes.com



MARCH FOR BABIES SPONSORSHIP AGREEMENT

- PRESENTING SPONSOR—\$3,500 CHECKPOINT SPONSOR—\$400
 OPENING CEREMONIES—\$2,000 MISSION SPONSOR—\$250

CONTRACT INFORMATION

Name of Company, Foundation or Individual _____

Name of Contact Person _____

Address _____ City _____ State _____ Zip _____

Email _____ Office _____ Mobile _____

IRS INFORMATION *(For tax purposes, please clarify who is to receive the IRS deduction and documentation from the March of Dimes)*

Name _____ Telephone _____

Mailing Address *(If different from above)* _____

I agree to make a sponsorship donation in the amount of _____ . By signing this agreement I am authorized to make this donation on behalf of my organization.

Signature _____ **Date** _____

BILLING AND PAYMENT INFORMATION

I AM UNABLE TO ATTEND, BUT WISH TO MAKE A DONATION \$ _____

Full payment enclosed (please make checks payable to March of Dimes)

BILL ME FOR: Full payment: Due XXXX, XX 20XX

Please bill my credit card

Cardholder's Name _____

City, State, Zip _____

AMEX, MC, VISA, Card # _____ Exp. Date _____

Cardholder's Signature _____

FULL PAYMENT DUE BY (date)

PLEASE SEND FORM TO:

March of Dimes
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Joliet, Illinois 60435