



“Thank you for forming such an incredible organization and wanting to help others through this very hard journey. And of course, thank you for creating the preemie power photo contest, it was truly one of the only times that Thurston’s life was all about him and how cute and wonderful and strong he is and not about the hospital life. That really got me through a good month and a half and it was so much fun for all of my family and friends involved. What a great and fun way to raise preemie awareness.” – Donna M., mother of preemie who passed away after 12 months in the NICU

Austin American-Statesman
statesman.com

“Yeah! I said. I felt that way, too! The emotions were flying now, but they weren’t bad ones. They were ones of relief. I’d always known my reactions

were perfectly normal. I’d heard other parents talk about it. But to hear someone else say them again — even after all this time — was such a comfort. I felt like I was talking to another veteran, someone who had been on the same battlefield as I had and had made it to the other side, scarred but alive. That’s what the Preemie Power event did for parents. On the surface, it was a party. In reality, it was something deeper.” – Andrea Ball, preemie mom and Austin American-Statesman reporter

2010 PREEMIE POWER ONLINE PHOTO CONTEST & CELEBRATION EVENT HIGHLIGHTS

- * 23,000 participants, 18,000 votes & wide media coverage
- * Photo/Personal Preemie Story Contest represented families in 12 states, 27 cities and more than 5,500 days in the NICU
- * Brought parents together, reunited NICU staff with families, and educated the media and public about preemie family challenges after hospitalization
- * Celebrated all that preemie “super heroes” have overcome





www.PremiePower.com



PREEMIE POWER

benefiting Hand to Hold

2011 Sponsorship Opportunities

\$10,000+ SUPERIOR STRENGTH

- *Your logo prominently on the event web page
- *Opportunity to submit branding banners for hanging at the event
- *Logo on event invitation & fliers
- *Prominently listed on web page for photo contest
- *Prominently listed on fliers for photo contest
- *Seat on judges panel for preemie power photo/story contest
- *Party game named after your organization (i.e. the *Johnson & Johnson Cake Walk*)
- *Lifetime recognition in Founder's Circle
- *Listed as \$10,000 sponsor on website
- *Hand to Hold (H2H) will Tweet about your gift
- *H2H will Facebook about your gift
- *Logo on H2H website with hyperlink
- *Custom badge for your email/website/newsletter highlighting your support
- *Volunteer opportunities designed for your employees
- *Updates on the life-changing impact of the peer-to-peer program to share with your employees/stake holders
- *Listed in bilingual newsletters twice a year
- *Invitations to H2H special events

\$5,000+ FEARLESS FIGHTING

- *Your logo on the event web page
- *Logo on event invitation & fliers
- *Listed on web page for photo contest
- *Listed on fliers for photo contest
- *Party game named after your organization (i.e. the *Johnson & Johnson Cake Walk*)
- *Lifetime recognition in Founder's Circle
- *Listed as \$5,000 sponsor on website
- *H2H will Tweet about your gift
- *H2H will Facebook about your gift
- *Logo on H2H website
- *Volunteer opportunities designed for your employees
- *Updates on the life-changing impact of the peer-to-peer program to share with your employees/stake holders
- *Listed in bilingual printed newsletter
- *Invitations to H2H special events

\$2,500+ BEYOND BRAVE

- *Listed on event webpage
- *Listed on event invitation & fliers
- *Listed on fliers for photo contest
- *Party game named after your organization (i.e. the *Johnson & Johnson Cake Walk*)
- *Lifetime recognition in Founder's Circle
- *Listed as \$2,500 sponsor on website
- *Updates on the life-changing impact of the peer-to-peer program to share with your employees/stake holders
- *Listed in newsletter
- *Invitations to H2H special events

\$1,000+ FANTASTIC FLYING

- *Listed on event website
- *Listed as sponsor on event fliers
- *Lifetime recognition in Founder's Circle
- *Listed as \$1,000 sponsor on website

For more information, contact:

Babs Haller

babs@handtohold.org

512.971.3671

HANDtoHOLD.org

PREEMIE POWER 2011 presented by _____

\$25,000+ TITLE SPONSOR

- * Prominent logo on the event web page
- * Opportunity to submit banners for hanging at the event
- * Logo on event invitation & fliers
- * Logo in ¼ page color Statesman advertorial
- * Prominent logo on web page for photo contest (23,000 visitors and counting)
- * Prominent logo on fliers for photo contest
- * Seat on judges panel for preemie power photo/story contest
- * Party game named after your organization (i.e. *the Smith Company Cake Walk*)
- * Lifetime recognition in Founder's Circle
- * Listed as \$25,000 sponsor on website
- * Special activity for your employees to host for children at event
- * H2H will Tweet about your gift
- * H2H will Facebook about your gift
- * Logo on H2H website with hyperlink
- * Custom badge for your email/website/newsletter highlighting your support
- * Updates on the life-changing impact of the peer-to-peer program to share with your employees/stake holders
- * Listing in bilingual printed newsletters twice a year (distribution is 6,000 including hospitals)
- * Invitations to Hand to Hold special events
- * Listed with all event recaps in e-newsletters and other media publications

Top Preemie Power 2009 Sponsors:

StDavid's HEALTHCARE

Roger Beasley **MAZDA**
SOUTH • CENTRAL • GEORGETOWN

StDavid's
FOUNDATION

SONIC
America's
Drive-In.

women's health
partners in
Obstetrics & Gynecology



PREEMIE POWER 2011 RESPONSE FORM

- I wish to become a sponsor at the \$_____ level.
- Please email information about the employee "team raiser" challenge
to: _____.
- I am interested in making an in-kind donation for the event or prizes on Nov. 13th
- I cannot become a sponsor at this time but I am donating \$_____ to support the mission of Hand to Hold.
- I cannot become a sponsor at this time but would like to receive information on becoming a Premie Partner in November by donating a percentage of sales during Prematurity Awareness Month.

Date:

Name:

Title:

Organization:

Address:

City/State/Zip:

Email address:

Phone number:

Mail form to:

Hand to Hold, 13492 Research Blvd., Suite 120, #237, Austin, Texas 78750

Email form to:

babs@handtohold.org

****** Respond by August 26th for maximum marketing benefits!!!**

Questions? Babs Haller, 512-971-3671, babs@handtohold.org

www.HANDtoHOLD.org