

2024 - 2025



ICU baby[®]
Helping. Caring. Supporting NICU Families.

SPONSORSHIP PACKAGE



Little Miracles Luncheon

SEPTEMBER 27, 2024

RUSTY PELICAN MIAMI

JOIN US

FOR OUR FUNDRAISING EVENTS

Partner with us as a sponsor for one of our events or become a Signature Sponsor to sponsor all three.



HOPE PARADE

NOVEMBER 3, 2024

ZOO MIAMI



Celebration of Miracles Gala

MARCH 1, 2025

LOEWS CORAL GABLES HOTEL

ABOUT ICU BABY



ICU baby is a Miami-based, nonprofit organization that is dedicated to the support of families with a premature or critically ill baby in our community's Neonatal Intensive Care Units (NICU), currently supporting nearly 300 NICU beds in five partnering hospitals throughout the South Florida area.

Founded in 2014, ICU baby unites NICU families and provides emotional, financial and informational support so that babies and families can thrive together.

Our Partnering Hospitals



Health Jackson
Children's Care



Nicklaus
Children's
Hospital

Where Your Child Matters Most

Mount Sinai
MEDICAL CENTER



South Miami Hospital
BAPTIST HEALTH SOUTH FLORIDA
Center for Women & Infants

YOUR REACH

WHY SUPPORT OUR FUNDRAISING EVENTS

1

Gain Community Goodwill

The NICU families that we support love to see who supports us!

2

Optimize Networking Opportunities

Over 1,500 people attend our fundraising events each year, including business leaders and politicians. Join us with them.

3

Increase Brand Visibility

We optimize the promotion of our sponsors to ensure a return on their investment in us and our work.

4

Highlight Your Work

We curate our SWAG bags for every fundraising event. Add a product or promo gift to keep your brand in front of our guests even after the event.

5

Leverage Our Reach

We reach over 7,500 people between our social media and listserv. We'll be happy to feature you on all of our communication channels.

Little Miracles Luncheon



Little Miracles Luncheon

FRIDAY, SEPTEMBER 27, 2024
11:00 AM
RUSTY PELICAN MIAMI

Our Little Miracles Luncheon gathers the community to celebrate those families ICU baby has supported during their NICU journey and to raise money to help future NICU families. Guests are treated to a welcome reception with live music and a seated three course meal. The highlight of the afternoon is the celebrated Runway of Hope, showcasing former NICU parents and their NICU grad walking down the runway as their story is shared to inspire HOPE.

2023

**Sold Out at 150
Attendees**

2024

**200 Attendees
Expected**



SPONSOR BENEFITS

LITTLE MIRACLES LUNCHEON

	Title Presenting 1 Available	Platinum	Gold	Silver
	\$15,000	\$10,000	\$7,500	\$5,000
Before Event				
Company Name in Event Logo				
Feature on Ticket Sale Platform				
Recognition in Event Promotion	Presenting Sponsor	Premiere Placement	Preferred Placement	Included in Event Communications
Team-Building Volunteer Opportunity				
Info Session for ICU baby's Staff, Board & Mentors				
During Event				
Table Seating for:	20 Guests	16 Guests	10 Guests	8 Guests
Table Placement	Premier	VIP	Preferred	Preferred
Event Brochure Acknowledgement	Two Pages	Full Page	Half Page	
Name in Event Video				
Speaking Opportunity at Event*				
Name on SWAG Bag, Step & Repeat, Podium Signage				
Honored on Stage as Presenting Sponsor				
Honored During Event				
SWAG in Gift Bag**				
Special Gift for All Table Guests				
After Event				
Annual Impact Report Feature				
Newsletter & Website Feature				
Social Media Feature				
Additional Benefits				
Invite to Supporter Appreciation Cocktail on Nov. 2 at 5 pm				
Plaque for Office				

*Speaking script is timed and subject to approval **Gift items subject to approval

To enjoy the full benefits, sponsorship must be confirmed by August 30, 2024

H O P E P A R A D E





HOPE PARADE

SUNDAY, NOVEMBER 3, 2024

7:30 AM

ZOO MIAMI

Our Hope Parade is a family-friendly walk, fundraiser and community unifying event with activities for all ages. The morning includes a special presentation that celebrates NICU grads and remembers those babies that died too soon. NICU families unite with their baby's healthcare team, ICU baby Parent Mentors, local leaders and the broader South Florida community of NICU families. The highlight of the morning is to walk through Zoo Miami and experience the celebrated Hallway of Hope. This pathway features 100 NICU grads with pictures of them in the NICU and now, showcasing just how far they have come since being in the hospital.

2023

**879 Registered
Participants**

2024

**1,200 Registered
Participants Expected**



ICU baby's Past Hope Parades Have Featured:



Miami HEAT Dancers



HEAT Mascot, Burnie



Panthers Mascot, Viktor



Two Walk Paths



Dance Performances



Bereavement Ceremony



Hallway of Hope



NICU Doctors & Nurses



Magic Show



Zoologist Ron Magill



Kid Zone



School Teams



Prizes



Costume Contests



& More Fun!

SPONSOR BENEFITS

HOPE PARADE

	Title Presenting 1 Available	Gold	Silver	Bronze
	\$10,000	\$7,500	\$5,000	\$2,500
Before Event				
Company Name in Event Logo				
Instagram "Takeover" Week of Walk				
Recognition in Event Promotion	Presenting Sponsor	Premiere Placement	Preferred Placement	Included in Event Communications
Sponsored Experience Advertised in Promotion of Walk (see pg. 12 to select)				
Feature on Ticket Sale Platform				
Team-Building Volunteer Opportunity				
Info Session for ICU baby's Staff, Board & Mentors				
Day of Event				
Complimentary Walk Registrations	25 Tickets	20 Tickets	15 Tickets	10 Tickets
Speaking Opportunity at Event*				
Company Representative to Present Awards				
Signage at Start Line				
Logo on Finishers Medal				
Name on SWAG Bag				
Logo at Mile Markers & Water Station				
Logo on Walk T-shirts				
Branding on Hope Parade Activation - see next page				
Tent				
SWAG in Gift Bag**				
After Event				
Annual Impact Report Feature				
Newsletter & Website Feature				
Social Media Features				
Additional Benefits				
Invite to Supporter Appreciation Cocktail on Nov. 2 at 5 pm				
Plaque for Office				

*Speaking script is timed and subject to approval **Gift items subject to approval
To enjoy the full benefits, sponsorship must be confirmed by October 4, 2024.

Please select a sponsorship level on the previous page and choose which area of the event you would like your sponsorship highlighted. Opportunities are available on a first-come, first-serve basis.

\$5,000

- HALLWAY OF HOPE** Photo signs are featured side-by-side along the walk path, showing a child in the NICU as a baby and now.
- KID ZONE** An exclusive area of the Walk Village dedicated to face painting, sticker tattoos, crafts and games to entertain the children before and after the walk.
- WHY WALL** A powerful photo opportunity in front of a branded wall where participants write their "why" they are walking.
- COFFEE BAR** A coffee station & baristas inside the Walk Village to energize parents in the early morning.
- SWAG BAG** Co-branded ICU baby bags filled with sponsor gifts given out to every family in attendance.
- SCAVENGER HUNT** A hunt throughout the walk for children to find clues and receive prizes.

\$2,500

- BEREAVEMENT CEREMONY** A pause in the morning's presentation to honor families whose baby died in the NICU as a time for remembrance.
- BUBBLE BLAST** A hallway of cheering and bubbles at the finish line, with bubble machines and hand out bubbles for children.
- CHAMPIONS' TENT** A reception tent for those teams & walkers who raise over \$1,000 to support our mission.
- SCHOOL TENTS** Co-branded tents for each school who has 40 walkers or more registered to participate in the morning.
- MAGIC SHOW** After walking through the zoo, children of all ages can grab a special, post-walk treat and watch an interactive magic show.

*Celebration of
Miracles Gala*

CELEBRATING 10 YEARS



Celebration of Miracles Gala

CELEBRATING 10 YEARS

SATURDAY, MARCH 1, 2025

7:00 PM

LOEWS CORAL GABLES HOTEL

Our Celebration of Miracles Gala is our keystone fundraising event, bringing together our community's most philanthropic guests to raise money in support of the organization's mission. The 2025 Celebration of Miracles will commemorate ICU baby's 10 year anniversary! The evening includes a cocktail welcome, three-course dinner, live & silent auctions and entertainment. This year, ICU baby will unveil the Hope Award to commemorate the organization's 10th year of service to the community, honoring an individual who has helped advance our mission.

2024

**Sold Out at 350
Guests**

2025

**400 Guests
Expected**



SPONSOR BENEFITS

CELEBRATION OF MIRACLES GALA

	Title Presenting 1 Available	Diamond	Platinum	Gold	Silver
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
Before Event					
Recognition in Event Promotion	Presenting Sponsor	Premiere Placement	Preferred Placement	Priority Placement	Included in Event Communications
Company Name in Event Logo					
Feature on Ticket Sale Platform					
Team-Building Volunteer Opportunity					
Info Session for ICU baby's Staff, Board & Mentors					
During Event					
Table Seating for:	20 Guests	16 Guests	12 Guests	10 Guests	8 Guests
Table Placement	Premier	VIP	Preferred	Preferred	Preferred
Event Brochure Acknowledgement	Two Pages	Full Page	Half Page		
Name in Event Video					
Speaking Opportunity at Event*					
Honored on Stage as Presenting Sponsor					
Honored During Event					
Name on SWAG Bag, Step & Repeat, Podium Signage					
SWAG in Gift Bag**					
Curated Gift Box					
Complimentary Guest Room at Loews Night of Event					
Complimentary Valet Parking					
Champagne Toast Served Tableside					
Designated Cocktail Server Tableside					
Signature Dessert for Table					
After Event					
Annual Impact Report Feature					
Newsletter & Website Feature					
Social Media Feature					
Additional Benefits					
Invite to Supporter Appreciation Cocktail on Nov. 2 at 5 pm					
Plaque for Office					

*Speaking script is timed and subject to approval **Gift items subject to approval
To enjoy the full benefits, sponsorship must be confirmed by February 2, 2025

BECOME AN ICU BABY **SIGNATURE SPONSOR**

by partnering with us for all three events as a Title Presenting Signature Sponsor or as a Signature Sponsor at any of the following listed monetary levels.

EXCLUSIVE BENEFITS FOR SPONSORING ALL THREE EVENTS

TITLE PRESENTING SIGNATURE SPONSOR

INVITING YOU TO BE THE TITLE PRESENTING SPONSOR AT ONE OF OUR
THREE FUNDRAISING EVENTS AND A SILVER SPONSOR AT THE OTHER TWO

**TITLE PRESENTING
SIGNATURE SPONSOR PACKAGES**

\$30,000

**TITLE SPONSOR OF CELEBRATION OF MIRACLES
SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON
SILVER SPONSOR OF HOPE PARADE**

\$20,000

**TITLE SPONSOR OF LITTLE MIRACLES LUNCHEON
SILVER SPONSOR OF CELEBRATION OF MIRACLES
SILVER SPONSOR OF HOPE PARADE**

\$15,000

**TITLE SPONSOR OF HOPE PARADE
SILVER SPONSOR OF CELEBRATION OF MIRACLES
SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON**

Cost savings of \$5,000 for sponsoring all three events. Additional exclusive benefits for Signature Sponsors listed on page 22. Please refer to Sponsor Benefits Chart for each event for a full explanation of benefits or [click here](#) for an abbreviated side-by-side comparison.



SIGNATURE SPONSOR

**INVITING YOU TO HAVE A PRESENCE AND PLAY A CRITICAL ROLE AT
ALL THREE OF OUR FUNDRAISING EVENTS**

SIGNATURE SPONSOR PACKAGES

\$15,000

**GOLD SPONSOR OF CELEBRATION OF MIRACLES
SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON
SILVER SPONSOR OF HOPE PARADE**

\$10,000

**SILVER SPONSOR OF CELEBRATION OF MIRACLES
SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON
BRONZE SPONSOR OF HOPE PARADE**

\$7,500

**SILVER SPONSOR OF CELEBRATION OF MIRACLES
BRONZE SPONSOR OF LITTLE MIRACLES LUNCHEON
BRONZE SPONSOR OF HOPE PARADE**

BRONZE LEVEL SPONSORSHIP FOR LITTLE MIRACLES LUNCHEON ONLY AVAILABLE WITH SIGNATURE SPONSOR PACKAGE

Cost savings of \$2,500 for sponsoring all three events. Additional exclusive benefits for Signature Sponsors listed on page 22. Please refer to Sponsor Benefits Chart for each event for a full explanation of benefits or [click here](#) for an abbreviated side-by-side comparison.



EXCLUSIVE BENEFITS FOR SIGNATURE SPONSORS

**YOU WILL RECEIVE EXCLUSIVE BENEFITS FOR BECOMING A SIGNATURE
SPONSOR, SUPPORTING ALL THREE EVENTS**

SIGNATURE SPONSOR

EXCLUSIVE BENEFITS

1

Announcement of commitment as an ICU baby Signature Sponsor made at the Little Miracles Luncheon on September 27, 2024

2

Plaque presentation at ICU baby's Sponsor Appreciation Cocktail Party on November 2, 2024

3

Invitation to ICU baby's Signature Sponsor dinner party in April, 2025

4

Opportunity to issue a co-branded press release

5

Cost savings by becoming a Title Presenting (save \$5,000) or Signature Sponsor (save \$2,500) and supporting all three fundraising events

To enjoy all exclusive benefits listed, commitment must be made prior to September 25, 2024.



ICU baby
Helping. Caring. Supporting NICU Families.®

**THANK YOU
FOR PARTNERING
WITH US**

CONTACT ELIZABETH SIMONTON - ELIZABETH@ICUBABY.ORG - FOR MORE DETAILS