

2025



ICU baby<sup>®</sup>  
Helping. Caring. Supporting NICU Families.

**SPONSORSHIP PACKAGE**



# Little Miracles Luncheon

SEPTEMBER 19, 2025  
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

OCTOBER 12, 2025  
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



UHealth 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

SEPTEMBER 19, 2025  
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.

**2024**

**Sold Out at  
250 Attendees**



# SPONSOR BENEFITS

## LITTLE MIRACLES LUNCHEON

	<b>Title Presenting</b> 1 Available	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>
<b>Before Event</b>				
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				
<b>During Event</b>				
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				
<b>After Event</b>				
Annual Impact Report Feature				
Newsletter & Website Feature				
Social Media Feature				
<b>Additional Benefits</b>				
Invite to Supporter Appreciation Cocktail - Fall 2025				

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

# H O P E P A R A D E

A large, white, stylized heart shape is positioned in the center of the word 'HOPE'. Inside the heart, there is a silhouette of a woman's profile on the left, looking down at a baby on the right. The heart is formed by two overlapping, curved lines that create a soft, organic shape.





# HOPE PARADE

OCTOBER 12, 2025  
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.

**2024**

**1,015 Attendees**





# 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 SOLD	Gold	Silver	Bronze
	\$10,000	\$7,500	\$5,000	\$2,500
<b>Before Event</b>				
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				
<b>Day of Event</b>				
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				
Logo at Mile Markers & Water Station				
Logo on Walk T-shirts				
Branding on Hope Parade Activation - see next page				
Tent				
<b>After Event</b>				
Annual Impact Report Feature				
Newsletter & Website Feature				
Social Media Features				
<b>Additional Benefits</b>				
Invite to Supporter Appreciation Cocktail - Fall 2025				

\*Speaking script is timed and subject to approval

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 SOLD	Diamond	Platinum	Gold	Silver
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
<b>Before Event</b>					
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					
<b>During Event</b>					
Table Seating for:	20 Guests	16 Guests	12 Guests	10 Guests	10 Guests
Table Placement	Premier	VIP	Preferred	Preferred	Preferred
Event Brochure Acknowledgement	Two Pages	Full Page	Half Page	One Fourth 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					
<b>After Event</b>					
Annual Impact Report Feature					
Newsletter & Website Feature					
Social Media Feature					
<b>Additional Benefits</b>					
Invite to Supporter Appreciation Cocktail - Fall 2025					

\*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**

**2**

**Plaque presentation at ICU baby's Sponsor Appreciation Cocktail Party**

**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**



**ICU baby**  
Helping. Caring. Supporting NICU Families.®

**THANK YOU  
FOR PARTNERING  
WITH US**

**CONTACT ELIZABETH SIMONTON - [ELIZABETH@ICUBABY.ORG](mailto:ELIZABETH@ICUBABY.ORG) - FOR MORE DETAILS**