

ABOUT HIGH RISK HOPE



Each year, High Risk Hope (HRH) serves 300 pregnant women on hospital bed rest and 900 premature infants, and many more need our services. Over 30,000 babies (almost 14%) will be born prematurely in Florida in 2015. With your help we will prolong the pregnancies of more women on hospital bed rest, support more premature infants throughout their recovery in the NICU and give more families the support they need during their baby's hospitalization. We can't do it without you, so we're asking you to get involved. You can join the fight for premies by becoming a Tot Trot or HRH Baby Calendar Sponsor and make an impact that will last a lifetime for babies in our community.

HRH PRODUCED LIFE-CHANGING RESULTS IN 2014

2 HOSPITAL PARTNERS (TGH AND SJWH)

\$160,000+ IN SPONSORSHIPS, GRANTS AND DONATIONS

125 DEDICATED VOLUNTEERS

300 HIGH RISK PREGNANCIES PROLONGED

900 NICU FAMILIES SUPPORTED

PRICELESS LIFELONG IMPACT FOR PREMATURE INFANTS AND THEIR FAMILIES



HIGH RISK HOPE

OUR MISSION

High Risk Hope is a 501(c)(3) *for purpose* organization that provides support, encouragement, information and resources to women and families who are experiencing a high risk pregnancy resulting in hospital bed rest, potential premature birth and neonatal intensive care after delivery.

BOARD OF DIRECTORS

Heather Barrow, CPA
Kim Barrs
Amber Bennett
Susie Bray
Elizabeth Carrere
Kerri Kibbey
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ADVISORY COMMITTEE

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www.highriskhope.org
www.tottrot.org



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HRH BABY CALENDAR SPONSORSHIP

In 2014, High Risk Hope (HRH) launched the inaugural HRH Calendar Baby contest in Tampa. 37 HRH families nominated their child for an online voting competition. The 13 children who received the most votes between 8/1/14 and 8/21/14 won the coveted HRH Calendar Baby title. Each winners' professional photo and inspirational story was featured in the HRH Baby Calendar.



SPONSOR A MONTH

\$500 Only 12 available

- Company logo on the sponsored month
- Company logo/link on the HRH Calendar Baby online voting contest

COMPANY COUPON

\$500 Only 12 available

- Double sided 2.75 in by 6 in company coupon included in the calendar
- Company logo/link on the HRH Calendar Baby online voting contest

IN-KIND SPONSORSHIPS

Photography

Photography services and digital images

HRH Baby Styling

Provide outfits (donated or borrowed) for children to wear for photo shoots

Set Design

Work with photographer to design twelve unique sets

Graphic Design

Calendar and online voting contest design

In-Kind Sponsorship recognition includes Company logo/link on the HRH Calendar Baby online voting contest, additional benefits will be determined based on the value of donated services.

2014 HRH BABY CALENDAR IN THE NUMBERS

300 calendars sold to HRH online store customers

1,200 calendars delivered to patients at local hospitals

9,908 contest website users

14,484 online votes

21,290 contest website sessions

46,924 contest website views



HRH 3RD ANNUAL TOT TROT SPONSORSHIP

Saturday, November 14, 2015 | 9:30 a.m. | Gadsden Park | 6901 S. MacDill Ave., Tampa, FL 33611

Don't miss this unique opportunity to make an investment in the Tampa Bay community by supporting High Risk Hope (HRH), the only local or national non profit providing support, encouragement, information and resources to women and families who are experiencing a high risk pregnancy resulting in hospital bed rest, potential premature birth and neonatal intensive care after delivery.



Presenting Sponsor

\$10,000 Only 1 available

- The HRH Tot Trot Presented by {Your Company}
- Prominent logo on all Tot Trot marketing materials, participant items and donor board
- Logo/link on Tot Trot and HRH websites, Facebook and Twitter pages
- Company tent with banner at Tot Trot
- Promotional items at tent and in race bags
- Right of first refusal on 2016 Tot Trot
- 20 Tot Trot registrations

Race T-Shirt Sponsor

\$5,000 Only 1 available

- Logo on sleeve and back of Tot Trot t-shirts
- Logo/link on Tot Trot website
- Recognition on donor board and newsletter
- Company tent with banner at Tot Trot
- Promotional items at tent and in race bags
- 10 Tot Trot registrations

Race Item Sponsor

\$3,000 Only 3 available

- Logo on race bags, bibs OR medals
- Logo/link on Tot Trot website
- Recognition on donor board and newsletter
- Company tent with banner at Tot Trot
- Promotional items at tent and in race bags
- 6 Tot Trot registrations

Activity Tent Sponsor

\$1,500 Only 8 available

- Company activity tent with banner at Tot Trot
- Promotional items at tent and in race bags
- HRH or Company representatives man tent
- Logo/link on Tot Trot website
- Recognition on donor board and newsletter
- Logo on Tot Trot t-shirts
- 4 Tot Trot registrations

Healthy Baby Sponsor

\$1,000

- Logo/link on Tot Trot website
- Recognition on donor board and newsletter
- Provide promotional items for race bags
- Logo on Tot Trot t-shirts
- 4 Tot Trot registrations

Full-Term Pregnancy Sponsor

\$500

- Logo/link on Tot Trot website
- Recognition on donor board and newsletter
- 4 Tot Trot registrations

Media Sponsor

In-Kind Only 4 available

- Desired media sponsors include print ads, television interviews/ads, web ads, social media posts/ads and radio interviews/ads
- Recognition on donor board and newsletter
- Logo/link on Tot Trot website
- Additional benefits vary based on total value of donated media sponsorship

Entertainment Sponsor

In-Kind Only 6 available

- Desired entertainment sponsors include DJ, bounce house, character appearances, photographer, sports teams and videographer for event
- Recognition on donor board and newsletter
- Logo/link on Tot Trot website
- Additional benefits vary based on total value of donated services

EXPOSURE

800+ Tot Trotters
44,569 HRH and Tot Trot website hits
1,822,400 print and web impressions
5,500+ HRH and Tot Trot likes
1,200+ HRH and Tot Trot followers
11 HRH TV news stories



HRH 2015 SPONSORSHIP FORM

Please fax completed form to 813.354.3474, email to info@highriskhope.org
or mail to: High Risk Hope at 1702 N. Avenida Republica de Cuba, Tampa, FL 33605

SPONSOR INFORMATION

Company Name

Main Contact Name/Title

Email

Phone

Address

City State Zip

Website

Facebook Twitter

PAYMENT INFORMATION

- Enclosed is my check made payable to High Risk Hope
- I will submit my payment securely online for the HRH Tot Trot Sponsorship at www.tottrot.org
- I will submit my payment securely online for the HRH Baby Calendar Sponsorship at www.highriskhope.org

Signature

Date

SELECT SPONSORSHIP LEVEL

High Risk Hope Baby Calendar

- Sponsor A Month (\$500)
- Company Coupon Sponsor (\$500)
- Photography • Baby Styling • Set Design • Graphic Design (In-Kind)*

High Risk Hope Tot Trot

- Presenting Sponsor (\$10,000)
- Race T-Shirt Sponsor (\$5,000)
- Race Item Sponsor (\$3,000)
- Race Medal Sponsor (\$3,000)
- Activity Tent Sponsor (\$1,500)
- Healthy Baby Sponsor (\$1,000)
- Full-Term Pregnancy Sponsor (\$500)
- Media Sponsor* (In-Kind)
- Entertainment Sponsor* (In-Kind)
- I am unable to sponsor the Tot Trot but would like to support High Risk Hope with a contribution of \$_____

*Please provide detail on desired In-Kind donation

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