

SECOND ANNUAL HIGH RISK HOPE TOT TROT

NOVEMBER 15, 2014
GADSDEN PARK TAMPA

SUPPORT TAMPA BAY'S HIGH RISK PREGNANCIES & PREMATURE INFANTS

Join High Risk Hope and our Tot Trotters as we walk, run, bike, scooter and skate to raise the funds needed to fuel our fight to prolong high risk pregnancies and improve the outcomes for premature infants in our community. Florida has one of the highest preterm birth rates in the nation at almost 14% and is one of the few states whose rate increased in 2012. Your support will empower High Risk Hope to have a lasting impact on the premature birth epidemic in Tampa Bay.

UNIQUE
FAMILY
EVENT

3K

BROAD
CORPORATE
EXPOSURE



2013 SUCCESS IN THE NUMBERS

THE REACH

WEBSITE TRAFFIC



HRH IN THE COMMUNITY

- ZERO** paid staff or employees
- TWO** local hospital partners, TGH and SJWH
- 20** items in our NICU Napsacks
- 40** items in our Bed Rest Baskets
- 100** dedicated volunteers
- 400** loyal donors and sponsors
- 1,200** families reached every year
- PRICELESS** life long impact for premature infants

THE CHATTER



510 Tot Trotters completed a 3K followed by fun family activities!



17 Features & 2,616,500 Impressions



9 TV News Stories 5 Print Articles



HIGH RISK HOPE 1,300 likes **TOT TROT 400 likes**



@HIGHRISKHOPE 450 followers **@TOTTROT 400 followers**

"We had so much fun at the Tot Trot! It was great to see Andrew on the Wall of Hope. I am so thankful for an organization like this to bring hope to families who are experiencing high risk pregnancies and NICU babies! It's already on my calendar for next year!"
Erin Valle, HRH mom

"Oh my, so many children participated with their parents and the Wall of Hope brought grateful tears to my eyes! Thank you for leading the way to surrounding these families in love."
Mary Lynn Ulrey, HRH grandmother

"The High Risk Hope Tot Trot was a wonderful event for the family. My kids especially loved the chance to play baseball with the Berkeley Prep high school team, and earning their own medal at the end of the race. Richland is proud to support such a great cause for women and babies in high risk situations. As a company, we look forward to supporting the event again next year."
Matt Bray, President, Richland Towers, Tot Trot Sponsor



2014 SPONSORSHIP OPPORTUNITIES

Don't miss this unique opportunity to make an investment in the Tampa Bay community by supporting **High Risk Hope**, 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

- *The HRH Tot Trot Presented by {Your Company}
- *Logo/link on **all** pages of Tot Trot & HRH websites, Facebook & Twitter pages
- *Prominent logo on **all** Tot Trot marketing materials, participant items & donor board
- *First pick of company 'activity tent' at Tot Trot
- *Provide promotional items for goodie bags
- *First dibs on 2015 Tot Trot
- *20 Tot Trot registrations

ONLY 1

RACE T-SHIRT SPONSOR
\$5,000

- *Only logo on sleeve of t-shirts
- *Logo/link on **all** pages of Tot Trot website and Facebook page
- *Company 'activity tent' at Tot Trot
- *Recognition on donor board & newsletter
- *Provide promotional items for goodie bags
- *Logo also on back of Tot Trot t-shirts
- *10 Tot Trot registrations

SOLD OUT



GOODIE BAG SPONSOR
\$3,000

- *Logo on race goodie bags
- *Logo/link on Tot Trot website
- *Recognition on donor board & newsletter
- *Provide promotional items for goodie bags
- *Logo on Tot Trot t-shirts
- *6 Tot Trot registrations

SOLD OUT

RICHLAND

RACE MEDAL SPONSOR
\$2,000

- *Company info on race medals
- *Company may distribute race medals at finish
- *Logo/link on Tot Trot website
- *Provide promotional items for goodie bags
- *Recognition on donor board & newsletter
- *Logo on Tot Trot t-shirts
- *6 Tot Trot registrations

SOLD OUT



ACTIVITY TENT SPONSOR
\$1,500

- *Activity Tent provided by {Your Company}
- *Company provided banner at tent & promotional materials at tent & in goodie bags
- *HRH or Company representatives man tent
- *Logo/link on Tot Trot website
- *Recognition on donor board & newsletter
- *Logo on Tot Trot t-shirts
- *4 Tot Trot registrations

ONLY 8

HEALTHY BABY SPONSOR
\$1,000

- *Logo/link on Tot Trot website
- *Recognition on donor board & newsletter
- *Provide promotional items for goodie 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 & newsletter
- *Name on Tot Trot t-shirts (select, if space allows)
- *2 Tot Trot registrations

MEDIA SPONSOR
In-Kind

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

ONLY 4

ENTERTAINMENT SPONSOR
In-Kind

- *Desired entertainment sponsors include DJ, bounce house, face painting, photographer, sports teams, videographer & food/beverages
- *Recognition on donor board & newsletter
- *Logo/link on Tot Trot website
- *Additional benefits vary based on total value of donated services

ONLY 8



THANK YOU TO OUR 2013 CORPORATE SPONSORS



501(c)(3) non profit organization

BOARD OF DIRECTORS

Heather Barrow Elizabeth Carrere
 Kim Barrs Kerri Kibbey
 Susie Bray Norrine Russell, PhD
 Amber Bennett Joanne Stainton
 Bo Yelverton, MD



HIGH RISK HOPE

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 info@highriskhope.org

tottrot.org
highriskhope.org

 facebook.com/hrhtottrot
facebook.com/highriskhope

 @tottrot
 @highriskhope





HIGH RISK HOPE'S SECOND ANNUAL 3K

Saturday, November 15, 2014 • 9:30 a.m. • Gadsden Park • 6901 S. MacDill Ave. • Tampa, FL 33611

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

Sponsorships must be received by October 1, 2014 to guarantee logo inclusion in marketing and participant materials (if applicable)

SPONSOR INFORMATION

Sponsor Type Corporation Foundation Individual

Sponsor Recognition Name _____

Main Contact Name/Title _____ Email _____

Company Name _____ Phone _____

Address _____

City _____ State _____ Zip _____ Website _____

SPONSORSHIP LEVEL

- Presenting Sponsor (\$10,000)
- Race Medal Sponsor (\$2,000)
- Full-Term Pregnancy Sponsor (\$500)
- I am unable to sponsor the Tot Trot but would like to support High Risk Hope with a contribution of \$ _____
- Race T-Shirt Sponsor (\$5,000)
- Activity Tent Sponsor (\$1,500)
- Media Sponsor* (In-Kind)

- Goodie Bag Sponsor (\$3,000)
- Healthy Baby Sponsor (\$1,000)
- Entertainment Sponsor* (In-Kind)

*Please provide detail on desired In-Kind donation _____

PAYMENT OPTIONS

To secure your Tot Trot sponsorship please do one of the following:

- Mail this form and your check made payable to High Risk Hope to address listed above
- Submit payment securely online at www.tottrot.org

High Risk Hope, Inc. (FEIN: 27-5129716, FL registration number: CH34727) is a §501(c)(3) publicly supported nonprofit organization and acknowledges that no goods or services were provided to you in return for your contribution and no portion of your gift was retained by a professional solicitor. Your contribution is tax deductible to the extent allowable by law. A COPY OF THE OFFICIAL AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7351) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.