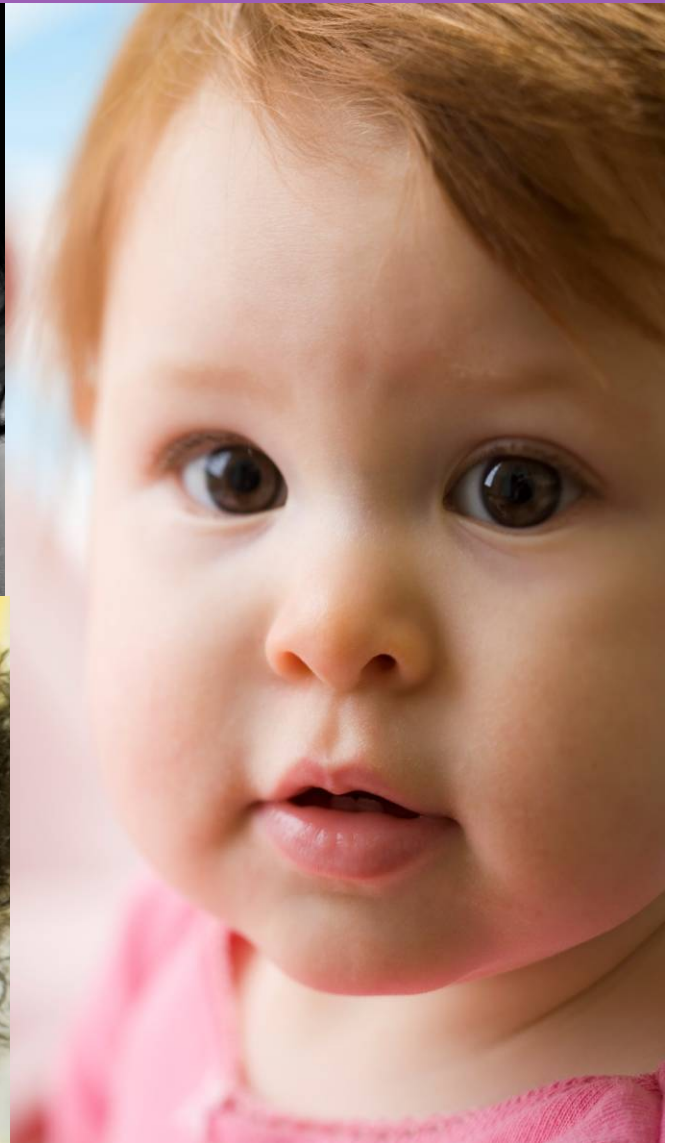


2009 Sponsorship Levels

An invitation to be a Champion for all Babies



Introduction

Mission of the March of Dimes

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. We accomplish this by providing funding for programs of research, community services, education, and public advocacy.



The first...

- The first and only national voluntary health agency to achieve success by overcoming the original targeted disease, Polio.
- The first to organize and mobilize thousands of Americans around a common medical goal.

The Best...All year round

- March for Babies – 10 sites offered -- offers your company great cause-related marketing opportunities related to all moms and all babies.
- Special Events- including Signature Chefs Auctions- Hartford & Stamford, Elm City Legends, Bikers for Babies and Blue Jeans for Babies.

Why a March of Dimes Partnership?

- 92% of those polled recognized the March of Dimes as a credible, worthwhile cause (Gallup survey, 2003)
- Recognized leader in the maternal and infant health arena nationally and within Connecticut
- Proven record of success both scientifically and financially
- Recognized by the Better Business Bureau as a reputable charity



Cause-Related Marketing

*Your company's name, connected to a cause serving all Moms, all families...
This is your opportunity to let your customers & employees know
... you are a champion for all babies!*

Americans consider a company's commitment to social issues when deciding...

- 86%: Which companies they want to see doing business in their communities
- 66%: Which stocks or mutual funds to invest in
- 77%: Where to work

Cone Roper 2007

What Corporations Believe...

- **75%:** Corporations expect more value for their partnership investment
- **67%:** Corporations see the potential in forming partnership opportunities with other sponsors
- **53%:** Individual business performance is a key factor in a corporation's decision to give more

Source: Cause-Related Marketing Survey, PR Week, 2004.



The Challenge Today...

Each year in the U.S.:*

- More than 530,000 babies are born prematurely
- 120,000 babies are born with a birth defect
- 27,000 babies die before reaching their first birthday
- 9.3 million children don't have health coverage

Source: National Center for Health Statistics, 2000 final natality and 2001 linked birth/infant death data; U.S. Census Bureau, 2003 Current Population Survey. Prepared by March of Dimes Perinatal Data Center, 2004.

Every level helps to support your corporate marketing goals!
Good for your business!

About Elm City Legends

Sponsors of Elm City Legends play a vital role in the March of Dimes fight to save babies from prematurity, birth defects and infant mortality.



Elm City Legends is a festive celebration to honor Greater New Haven champion coaches. Selected through a nomination process, those who have exemplified the leadership qualities of a strong mentor to their teams and students are chosen as Elm City Legends. Guests are invited, along with emcee Jason Page of ESPN 1300 and 1410, to pay tribute to these coaches during an evening featuring sports trivia entertainment, a mini "Taste of New Haven", music, and live and silent auction action.

Elm City Legends

Monday, November 9, 2009
Omni New Haven Hotel at Yale
New Haven, CT

5:30pm – 8:30pm

Elm City Legends 2009 Owner's Box Sponsor

Print Exposure

- Industry Exclusivity
- Logo on save the date
- Logo on the invitation
- Full page ad in program book with prominent placement
- Half page company profile in program book
- Logo or name on event web page
- Sponsor listing in all press releases
- CEO/company rep. quote in event press release (pre and post)
- CEO/ Company rep. in spotlight & ad in one event e-newsletter
- Name and/or logo on radio spots (contingent upon media availability)
- Name and/or logo on TV spots ((contingent upon media availability)

Event Exposure

- Table of 10 with premiere seating and signage
- Verbal recognition from stage
- Logo or name on screen presentation
- Prominent onsite signage
- Opportunity for company representative to welcome guests
- Logo on all silent auction bid sheets and signage

* OTHER CUSTOMIZABLE OPPORTUNITIES FOR PRESENTING SPONSOR:

- Sponsor-driven press releases
- March of Dimes "Healthy Babies, Healthy Business"
- Volunteer leadership opportunities
- Sponsor summary binder 60 days post event.

Cost: \$7,500

Elm City Legends 2009 Courtside Sponsor

Print Exposure

- Logo on the invitation
- Half page ad in program book with prominent placement
- Sponsor listing in all press releases
- Logo or name in one event e-newsletter

Event Exposure

- Table of 10 with premiere seating and signage
- Verbal recognition from stage
- Logo or name on screen presentation
- Prominent onsite signage
- Logo on Sports Trivia Competition signage



Cost: \$5,000

Elm City Legends 2009 Field House Sponsor

Print Exposure

- Half page ad in program book with prominent placement
- Sponsor listing in all press releases
- Logo or name in one event e-newsletter

Event Exposure

- Table of 10 with premiere seating and signage
- Verbal recognition from stage
- Logo or name on screen presentation
- Prominent onsite signage



Cost: \$3,500

Elm City Legends 2009 Jersey Sponsor

Print Exposure

- Quarter page ad in program book with prominent placement
- Sponsor listing in all press releases
- Logo or name in one event e-newsletter

Event Exposure

- Table of 10 with prominent placement and signage
- Verbal recognition from stage
- Logo or name on screen presentation



Cost: \$2,500

Elm City Legends 2009 Dugout Sponsor

Event Benefit:

- Table of ten with prominent placement and signage



Cost: \$850