



# 2023 Corporate Sponsorship Guide

---

**Healthier Moms and Babies mission is to prevent infant mortality and improve the outcome of pregnancy in Allen County.**

We do this by walking side by side our community's most at-risk pregnant women providing encouragement, hope, education on a healthy pregnancy and raising a healthy baby, along with, advocacy and access to community resources.



## How we are **MAKING A DIFFERENCE**

- **1,069 pregnant women served** in 2021
- **262 babies born** in 2021
- **6,603 home visits completed** in 2021
- **100% of our families** received education on the direct cause of infant mortality
- **More than half of the women** we serve live at our most at-risk neighborhoods, including 46804, 46805, 46803, and 46807



**Did you know the CIA uses infant mortality to determine how stable a community is?** Infant mortality and poor birth outcomes are one of the top indicators of the overall health of a community. Infant mortality tells us there is an unmet human need, often with housing, education, and nutrition. This reflects the association between the causes of infant mortality and other factors likely to influence the health status of an entire community, such as their economic development, general living conditions, social wellbeing, rates of illness, and the quality of life. According to the March of Dimes, the cost associated with premature birth averages around \$26.2 million dollars a year. Premature birth can affect a person's ability to work and the amount of work they can do, due to some of the long-term health conditions which prevent some babies who were born prematurely from working. Our birth outcomes are outstanding given the high-risk factors of the families we serve. Healthier Moms and Babies' babies are 10 times more likely to be born healthy and celebrate their first birthday. Investing in Healthier Moms and Babies is an investment to building a strong foundation for our community.

*Paige Wilkins*

# THE FACTS



## According to the Indiana Department of Health 2020 Natality Report:

- **5,191 babies** were born in Allen County
- **10%** were born preterm, **9%** were born with a low-birth weight
- **9%** of pregnant women smoked
- **40%** of women began late prenatal care
- Allen County experienced **36 infant deaths** with the leading cause being prematurity
- Allen County ranks **third in the state of Indiana** with the largest black infant mortality rate

### The leading causes of infant mortality for all races include:

Preterm birth • Perinatal risks • Congenital malformations  
Sudden Unexpected Infant Death Syndrome (SUIDS)

### The major contributing factors to poor birth outcomes include:

Obesity • Smoking • Limited prenatal care  
Unsafe sleep practices • Socio-economic factors





# SPONSORSHIP BENEFITS

SPONSORSHIP BENEFIT	Platinum Sponsor \$10,000	Gold Sponsor \$7,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Logo placement on mobile diaper unit <i>(need commitment by March 1st)</i>	✓			
Premier placement on corporate partners page of Healthier Moms and Babies website with link to your website	✓			
Logo on corporate partners page of Healthier Moms and Babies website with link to your website		✓	✓	✓
Social media spotlight with company logo and link to website	✓	✓	✓	✓
Acknowledgment in donor appreciation event program	✓	✓	✓	✓
Acknowledgment in annual report	✓	✓	✓	✓
Premier logo placement on Diaper Dash and Fighting For Firsts websites; mention on Community-wide Diaper Drive landing page	✓			
Logo on event sponsors page of Diaper Dash and Fighting For Firsts websites		✓	✓	✓
Logo on all event collateral including the following: posters, invitations, programs, emails, flyers	✓	✓		
Signage at our events including Diaper Dash, Fighting for First and on Community-wide Diaper Drive donation bins	✓	✓	✓	
Logo on Diaper Dash t-shirts	✓	✓	✓	✓
Number of Diaper Dash registrations	4	4	4	4
Logo on Diaper Dash finish line banner	✓	✓	✓	✓
Number of Fighting for Firsts ticket registrations	8	8	8	8
Acknowledgment in press releases	✓	✓	✓	✓





# 2023 Corporate Sponsorship AGREEMENT

All proceeds will be used to support the services offered by Healthier Moms and Babies to our community's mothers with high risk pregnancies. Our organization is tax exempt pursuant to IRS Section 501c(3). Its purpose is exclusively educational and charitable contributions are tax deductible to the extent allowed by law.

- Platinum Sponsorship (\$10,000 and up)**
- Gold Sponsor (\$7,500)**
- Silver Sponsor (\$5,000)**
- Bronze Sponsor (\$2,500)**
- In-Kind Donation \$ \_\_\_\_\_**

## Sponsor Contact Information:

**Company Name:** (as you would like it to appear in printed materials):

\_\_\_\_\_

**Contact Name/Title:** \_\_\_\_\_

**Telephone Number/Extension:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact's Name & Title:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Do you plan on providing a company banner or signage at the event** (Platinum/Gold only):  **YES**  **NO**

**Please sign and return this form by April 30, 2023 to:**  
Healthier Moms and Babies 1025 W. Rudisill Blvd., Box 9, Fort Wayne, IN 46807  
Phone: (260) 469-4076 • E-mail: mlyon@hmbindiana.org