



Hand to Hold

2021 NICU Community Conference

sponsored by **HUGGIES**

NOVEMBER 3-5

invitation to sponsor



**Join us for Education, Encouragement and Empowerment that will
Inspire NICU Families and the Professionals that Care for Them**

handtohold.org

The First Ever

VIRTUAL CONFERENCE

for NICU Families and Professionals

Dear Potential Sponsor:

A few hours after the delivery of my first child by emergency C-Section, a nurse pushed my wheelchair down a long hall to the neonatal intensive care unit (NICU). The mixture of pain medication and the heat from the warming lamp above my son's bed made me feel faint as I struggled to stand. I desperately tried to see my baby's face hidden behind the tape affixing the respirator tube to his mouth. To me, he looked more like an alien than a baby.

A stoic neonatologist met with me and my husband to explain the challenges our son (born at 24 weeks, weighing just a pound and a half) would face in the first hours, days and weeks. Should he live, the neonatologist explained that Jackson may have life-long disabilities, including hearing and vision loss, cerebral palsy and developmental delays. I was overcome with emotion. **I had truly never felt so vulnerable, broken and alone.**

I could not have known it then, but that vulnerability would give birth to Hand to Hold, a national nonprofit that now provides support to hundreds of thousands of NICU and bereaved parents each year. Hand to Hold has worked tirelessly over the past decade to raise awareness of the devastating impact of traumatic birth and the long-term psychological maladies that plague NICU parents and directly impact their ability to bond with, and care for, their medically fragile child. These circumstances can have a devastating impact on the baby's physical, cognitive, behavioral and emotional development.

Hand to Hold has revolutionized the delivery of psychosocial support for parents following a traumatic birth. With our vision of creating **equal access to support available for all NICU families**, we have quickly grown into a leading national support organization for NICU and bereaved parents, transforming the way families access critical information, resources, and support during and after a NICU stay or loss of a baby. Programs are free, in English and Spanish, including in-hospital family support programs led by trained Family



Support Specialists, a national Peer Mentor Network, (virtual) support groups, five podcast channels for NICU parents and professionals and a (Telehealth) counseling program.

Building upon the valuable insights we garnered in 2020, **we are excited to announce and invite you to sponsor Hand to Hold's NICU Community Conference** - the first free, virtual conference for NICU parents and professionals focused on improving the long-term outcome of NICU babies and their families.

For NICU parents and NICU graduate parents, the NICU Community Conference will address important issues ranging from **mental health challenges that often follow a traumatic birth** to tackling common concerns for NICU graduates including **feeding, sensory integration and meeting developmental milestones**.

For NICU professionals, The NICU Community Conference is the first and only conference specifically focused on improving support of NICU families including topics related to equity and inclusion, trauma-informed care, palliative care and coping with trauma. Sessions are free and continuing education will be provided.

My son spent four long and difficult months in the NICU. His first years were full of doctors' appointments, surgeries, medications and occupational, speech and physical therapy. I walked through those years in a constant state of anxiety, paranoia, depression and denial. And sadly, I walked alone. But today's NICU families don't have to. Through your sponsorship of the NICU Community Conference - **you can ensure parents have access to support, education and resources to improve outcomes for all NICU babies and their families**.

Thank you for your consideration,



Kelli D. Kelley

Founder and CEO of Hand to Hold



handtohold.org

"The trauma of an early birth and a NICU stay extends beyond the infant; there are also real and enduring psychological consequences for parents. Hand to Hold has been a trusted resource for NICU families for over a decade. From their virtual support groups and online communities to their national peer-to-peer support program, Hand to Hold ensures NICU parents have the support and information they need to care for their medically fragile child. The Hand to Hold NICU Community Conference will fill a tremendous void that exists for ongoing education and support beyond the NICU for these vulnerable families."

*-Dr. Richard Shaw,
Professor of Psychiatry and Pediatrics,
Stanford University School of Medicine*

Sponsor Benefits

PRESENTING SPONSOR

HUGGIES®

SOLD

CHAMPION: \$75,000

- Acknowledgment as Champion-level sponsor with linked, distinctly positioned logo on all materials associated with event promotion includes: invitations, e-newsletters, social media, website and print ads.
- 3/4-page advertisement in digital program sent to all attendees.
- Logo inclusion in 1 social media post during conference (all Hand to Hold social media platforms).
- Personalized exhibit booth. Options within your virtual booth include:
 - Branded header image
 - Custom navigation side bar
 - Unlimited posts, advertisements and promotions within booth
 - Up to 3 downloadable PDF files
 - High visibility networking with attendees
 - Receive direct messages from attendees
 - Link to unlimited external content (via your company's website)
 - Promote events with direct links
 - Live chat / Live Q&A
 - Live video interactions / Live Q&A
 - In-depth post-conference analytics
 - Post-conference booth access through 2021
- 45-second podcast commercial opportunity (content recorded from conference).
- Verbal acknowledgment and 5-minute speaking opportunity during Day 2 opening.
- Champion-level sponsor recognition with logo inclusion displayed on the title slides throughout the conference.
- Participation in panel session on NICU-related topic.
- 45-second bumper videos at end of 2 educational sessions.
- Opportunity to invite attendees to private focus group session.
- Opportunity to distribute survey to conference attendees.
- 45-second sponsor ad at beginning of 3 NICU Graduate highlight inspirational videos.
- Provide up to 3 educational materials in follow-up email to attendees.
- 45-second recording in the thank-you video sent out in conference follow-up email.

EXCLUSIVE

Sponsor Benefits

LEADER: \$50,000

- Acknowledgment as Leader-level sponsor with linked, noticeably positioned logo on all materials associated with event promotion: includes invitations, e-newsletters, social media, website and print ads.
- 1/2-page advertisement in digital program sent to all attendees.
- Logo inclusion in 1 social media post during conference (all Hand to Hold social media platforms).
- Personalized exhibit booth. Options within your virtual booth include:
 - Branded header image
 - Custom navigation side bar
 - Unlimited posts, advertisements and promotions within booth
 - Up to 2 downloadable PDF files
 - High visibility networking with attendees
 - Receive direct messages from attendees
 - Link to unlimited external content (via your company's website)
 - Promote events with direct links
 - Live chat / Live Q&A
 - Live video interactions / Live Q&A
 - In-depth post-conference analytics
 - Post-conference booth access through 2021
- 30-second podcast commercial opportunity (content recorded from conference).
- Verbal acknowledgment of sponsorship during welcome.
- Leader-level sponsor recognition with logo inclusion displayed on the title slides throughout the conference.
- Participation in panel session on NICU-related topic.
- 30-second bumper videos at end of 1 educational session.
- Opportunity to distribute survey to conference attendees.
- 30-second sponsor ad at beginning of 2 NICU Graduate highlight inspirational videos.
- Provide up to 2 educational materials in follow-up email to attendees.
- Logo inclusion on thank-you video sponsor scroll sent out in conference follow-up email.

Early Bird Savings:
Pledge your sponsorship
commitment by
May 1, 2021 and receive
5% off your sponsorship.



Keynote Speaker: Susan David

- As recently heard on Brene Brown's *Dare to Lead* podcast - Author of the #1 *The Wall Street Journal* bestselling book, *Emotional Agility*, TED Speaker, and award-winning Harvard Psychologist is one of the world's most influential management thinkers. "Because our thoughts, emotions, and actions drive everything: every aspect of how we LOVE, LIVE, PARENT, and LEAD."

Sponsor Benefits

Early Bird Savings: Pledge your sponsorship commitment by May 1, 2021, and receive 5% off your sponsorship.

ADVOCATE: \$25,000

- Acknowledgment as Advocate-level sponsor with linked, noticeably positioned logo on all materials associated with event promotion: includes invitations, e-newsletters, social media, website and print ads.
- 1/4-page advertisement in digital program sent to all attendees.
- Logo inclusion in 1 social media post during conference (all Hand to Hold social media platforms).
- Personalized exhibit booth. Options within your virtual booth include:
 - Branded header image
 - Custom navigation side bar
 - Unlimited posts, advertisements and promotions within booth
 - 1 downloadable PDF file
 - High visibility networking with attendees
 - Receive direct messages from attendees
 - Link to unlimited external content (via your company's website)
 - Promote events with direct links
 - Live chat / Live Q&A
 - Live video interactions / Live Q&A
 - Post-conference analytics
 - Post-conference booth access through 2021
- Verbal acknowledgment of sponsorship during welcome.
- Advocate-level sponsor recognition with logo inclusion displayed on the title slides throughout the conference.
- Participation in panel session on NICU-related topic.
- 30-second sponsor ad at beginning of 2 NICU Graduate highlight inspirational videos.
- Provide 1 educational material in follow-up email to attendees.
- Logo inclusion on thank-you video sponsor scroll sent out in conference follow-up email.

"Hand to Hold is THE trauma care team for parents who experience a traumatic birth, NICU stay or the loss of a baby."

- Dr. John Loyd,

Chief of Neonatology, Dell Children's Medical Center

Sponsor Benefits

Early Bird Savings: Pledge your sponsorship commitment by May 1, 2021, and receive 5% off your sponsorship.

SUPPORTER: \$10,000

- Acknowledgment as Supporter-level sponsor with linked, noticeably positioned logo on all materials associated with event promotion: includes invitations, e-newsletters, social media, website and print ads.
- 1/2-page advertisement in digital program sent to all attendees.
- Logo inclusion in 1 social media post during conference (all Hand to Hold social media platforms).
- Personalized exhibit booth. Options within your virtual booth include:
 - Branded header image
 - Custom navigation side bar
 - Unlimited posts, advertisements and promotions within booth
 - 1 downloadable PDF file
 - Receive direct messages from community members
 - Post-conference analytics
- Provide up to 1 educational material in follow-up email to attendees.
- Acknowledgment of sponsorship during welcome.
- Supporter-level sponsor recognition with company name displayed on the title slides throughout the conference.
- Company name recognition on thank-you video sponsor scroll sent out in conference follow-up email.

FRIEND: \$5,000

- Acknowledgment as Friend-level sponsor on conference website.
- Personalized exhibit booth. Options within your virtual booth include:
 - Branded header image
 - Unlimited posts, advertisements and promotions within booth
 - Receive direct messages from community members
 - Post-conference analytics
- Acknowledgment of sponsorship during welcome.
- Friend-level sponsor recognition with company name displayed on the title slides throughout the conference.
- Company name recognition on thank-you video sponsor scroll sent out in conference follow-up email.

The Top Five

REASONS TO SPONSOR

- 1** The Hand to Hold NICU Community Conference is the **first and only conference** built for NICU Parents **to address the mental, emotional, and social challenges** families may face, and further educate parents about the long-term medical and developmental needs of their fragile babies.
- 2** The Hand to Hold NICU Community Conference is the **ONLY conference for NICU professionals providing tangible takeaways on NICU family support.** Our conference interlaces NICU parent stories and real-world experiences throughout the entire agenda whereas most conferences dedicate one breakout session to family advocacy related issues. As we adjust to living with the reality of COVID and after a year of unprecedented challenges, NICU parents and professionals need support now more than ever.
- 3** The Hand to Hold NICU Community Conference sits upon Hand to Hold's revolutionary, **hypermobile-ready, private, virtual platform** that was custom built for NICU Parents and NICU Professionals. Sponsor exhibit booths will remain live within our community for the remainder of 2021, allowing you more time to **connect, build brand affinity, and micro-target your marketing.**
- 4** The Hand to Hold NICU Community Conference speaker line up will highlight leading subject experts, leaving our attendees **Encouraged, Educated and Empowered.** The Hand to Hold NICU Community Conference will include topics such as maternal and paternal mental health, trauma-informed care, equity and inclusion, vicarious trauma, self-care, bereavement, and much more.
- 5** The Hand to Hold NICU Community Conference offers our sponsors the opportunity to increase brand visibility, collaborate and become a relatable member of the NICU community, and help pioneer the next level of virtual connection and support. **NICU Parents need our support**

OUR 2020 REACH
2,227,376

WEBSITE VISITORS: 352,846

*Up 32.5% from 2019 website visitors

PODCAST REACH: 27,231

*NICU Heroes podcast reaches 12%
of NICU Professionals nationwide

**FACEBOOK
IMPRESSIONS: 1,784,229**

**INSTAGRAM
IMPRESSIONS: 101,734**



NOVEMBER 3-5

Join NICU Families and Professionals for this ground-breaking event as we provide encouragement, education and empowerment to all of our families and caregivers through a venue that is not simply an event, but a community-building resource.

Your sponsorship will ensure families have access to free resources, support and ongoing education to mitigate these long-term challenges and ensure that all babies who have spent time fighting for their lives in the NICU thrive after discharge.

Connect with us today.

Contact Us:

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SUBJECT: 2021 NICUCC

PHONE: (817) 694-4675

NICU Families
need your
support now
more than ever

handtohold.org



PEER-TO-PEER SUPPORT



HOSPITAL RESOURCES



ONLINE COMMUNITY



BLOG



PODCAST