



## 2022 Sponsorship Opportunities

*Your support will help Hand to Hold to continue to provide all services for free to thousands of NICU families.*

### **\$10,000 – Presenting Sponsorship**

*All Supporting Sponsorship benefits PLUS:*

- Logo **prominently displayed on back center** of Team Hand to Hold T-Shirt
- Logo on banner of Hand to Hold main Facebook Page (53,000+ followers) for week of February 14, 2022
- Logo recognition **with website link** in footer of “The Connection” – Hand to Hold’s Monthly email (4,600+ subscribers) for both January and February Editions
- Logo on Team Hand to Hold Facebook Event banner **February 1 – February 28, 2022**
- **Presenting Sponsor** logo recognition in thank you email week of February 21, 2022
- One dedicated social media post week of February 14, 2022 **on each of** Hand to Hold’s main social media channels (Facebook, Instagram, Twitter totalling over 59,300 unique followers)

### **\$5,000 – Supporting Sponsorship**

*All Partner Sponsorship benefits PLUS:*

- **Logo** on back of Team Hand to Hold T-Shirt
- Logo recognition on all social media/emails including Team Hand to Hold mentions from February 1 – February 28, 2022
- Logo on Team Hand to Hold Facebook Event banner for the week of February 14, 2022
- One **dedicated** social media post week of February 14, 2022 on one of Hand to Hold’s main social media channels (Facebook, Instagram or Twitter)
- One **dedicated** social media post week of February 14, 2022 on the Team Hand to Hold Facebook Event page
- Opportunity to provide sponsor branded promotional item for Team Hand to Hold Runner Bags (ex: keychain, pen, flash drive)

### **\$2,500 – Partner Sponsorship**

*All Associate Sponsorship benefits PLUS:*

- **Logo** recognition on Team Hand to Hold website landing page from date of commitment through August 31, 2022
- Logo recognition in footer of “The Connection” – Hand to Hold’s Monthly email (4,600+ subscribers) for both January and February Editions
- **Logo** recognition in thank you email week of February 21, 2022
- One joint sponsor social media post week of February 14, 2022 on one of Hand to Hold’s main social media channels (Facebook, Instagram or Twitter)
- Logo **with website link** on Corporate Partner page on Hand to Hold website through December 2022

### **\$1,000 – Associate Sponsorship**

*All Friend Sponsorship benefits PLUS:*

- Name listed on back of Team Hand to Hold T-Shirt
- One joint sponsor social media post week of February 14, 2021 on the Team Hand to Hold Facebook Event page
- Logo on Corporate Partner page on Hand to Hold website through December 2022

### **\$500 – Friend Sponsorship**

- Name recognition on Team Hand to Hold website landing page from date of commitment through August 31, 2022
- Name recognition in thank you email week of February 21, 2022

For questions or to secure your sponsorship, contact: Kelly Perkins, Director of Development, [kperkins@handtohold.org](mailto:kperkins@handtohold.org) or (512) 994-5036.