



Hand to Hold™
NICU BABIES · PARENT SUPPORT

Thank you for your interest in supporting NICU and bereaved families.

The mental health of NICU parents can have a profound impact on their baby's long-term mental health and development. Our Austin based events celebrate NICU graduates and the NICU professionals who cared for them while elevating the conversation about the need for improved mental health support for NICU parents to ensure better outcomes for babies and their families.

More than two decades ago I had two babies born preterm. I felt helpless, sad and alone. I founded Hand to Hold because I wanted other parents to have the support I so desperately needed. Your financial support can help ensure every NICU or bereaved family has access to free early intervention mental health support.

Thank you in advance for your support.

Kelli Kelley

Founder & CEO, Hand to Hold



About Us

Hand to Hold® is a national nonprofit 501(c)(3) based in Austin, TX that is dedicated to providing personalized emotional support, education and community for NICU & bereaved parents. Support is provided in English and Spanish to parents at no cost to families. Support is designed for the emotional, physical and social needs of the NICU parent. For more information, visit HandtoHold.org.

In 2023 we provided 72,150 sessions of support across these areas:

- Support groups*
- Peer mentors
- Counseling (TX & FL)
- Podcasts
- Hand to Hold mobile app
- Comprehensive in-hospital dedicated NICU support with partner hospitals*

**Led by Hand to Hold's Certified Mental Health Peer Specialists*



THE NICU IS HARD. WE'RE HERE TO HELP.
HandtoHold.org





A meaningful and memorable night to honor Champions in our community who give so much of themselves to ensure the best outcomes for NICU babies and their families. Join us to celebrate and support Hand to Hold's mission and the families we serve.



Key Reasons to support locally:

- Texas has more premature births than any other US state.
- Texas ranks 45th of 50 states in terms of prevalence and access to mental health care.
- Every day in Texas, 300 parents learn that their baby will spend time in the NICU. 80% of the time it is completely unexpected.



"It's important to me to ensure that every NICU parent knows that their baby matters."

—Dr. Peter Untalan, 2023 Honoree



NICU CHAMPIONS

A CELEBRATION BENEFITING HAND TO HOLD

Friday, Oct. 4, 2024

6:00 pm – 10:00 pm

Event Highlights

300+ Attendees in 2023 - Central Texas Medical Professionals, Community Leaders, NICU parents, friends and family.

Event location is the beautiful Junior League building in Austin which includes covered parking.

Hors d'oeuvre, cocktails, dinner and fun opportunities to support Hand to Hold's mission. All funds raised during the event will support NICU families.

For more info on partnership:

Teresa Test

Donor Engagement Specialist



teresa@handtohold.org



(512) 351-0114



Limited opportunities!!
VALUE

NICU Champions - 2024 Sponsorship Benefits

Friday, October 4 • 6:00 pm - 10:00 pm

Presenting	Premier	Family	Helping Hand	Community
1	4	5	5	10
\$25,000	\$10,000	\$5,000	\$3,000	\$1,500

BENEFITS

BEFORE (6 weeks prior to event)					
About the Sponsor included on Hand to Hold event landing page	✓				
Personalized digital invitation that can be sent by your team to others	H	H			
Clickable sponsor logo on Hand to Hold event website to drive to your website	H	H	H	H	
Rotating banner ad on event mobile platform used for registration and fundraising	H	H	H	H	
Brand recognition in full digital media promotional plan: social media, & email	H	H	✓	✓	✓
DURING THE EVENT					
Sponsor Introduction by Kelli Kelley, Founder & CEO of Hand to Hold	✓				
Speaking opportunity during NICU Champions Program	✓				
VIP branding opportunity - Presenting Sponsor recognition in IG Live during event	✓				
Recognition in welcome / closing announcements	✓	✓			
Sponsorship of high traffic activity or location for logo to be displayed. (Bar, Dessert, Photo Booth, Game)	Registration & Stage	✓	✓		
Wine at table(s)	2 bottles / table	2 bottle / table			
Premium reserved table and/or seating	20 guests	10 guests	5 guests	2 guests	2 guests
Drink wristbands	20 guests	10 guests	5 guests	2 guests	2 guests
Recognition on Brightsign TV located in high traffic pre- function space	H	H	H	H	✓
Recognition at all guest tables in ballroom	H	H	H	H	✓
AFTER (1 weeks post event)					
Access to event images	✓	✓	✓		
Recognition in post-event social post regarding event	✓	✓	✓	✓	
Recognition in post-event email communication regarding event	H	H	✓	✓	
Opportunity to include link to virtual discounts for all attendees as part of post-event communications	H	H	H	H	

Table for 10: \$1,000

Individual Tickets: \$125

Logo Recognition

H

Name Recognition

✓

