



Hand to Hold™
NICU BABIES · PARENT SUPPORT

2024 Conference Sponsorship Prospectus



Our Mission

Hand to Hold provides personalized support before, during and after a NICU stay to help ensure all NICU families thrive.

Hand to Hold is a 501(c)(3) organization



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. Hand to Hold's NICU Mental Health Conference elevates the conversation about the need for improved mental health support for NICU parents and professionals 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





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Hand to Hold NICU

MENTAL HEALTH CONFERENCE 24

NICU PROFESSIONALS & PARENTS



November 6 & 7

The only national conference bringing NICU professionals and parents together to focus on mental health. Hospitals and parents from across the country come together to learn, engage, and discuss critical mental health topics important to NICU families and the professionals who care for them.



HEALTH EQUITY



BURNOUT/SELF CARE



TRAUMA-INFORMED CARE



GRIEF & LOSS



[Click here for 2023 agenda](#)
(2024 agenda in process).



[Click for National Press Release](#)

As a mother of a preemie, neonatal nurse, manager of Women & Children's, and Nurse Consultant to PAC/LAC I am thrilled and thankful to Hand to Hold for orchestrating this conference. Thank you and Congratulations on a job well done!

– Donna D.

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Hand to Hold NICU

MENTAL HEALTH CONFERENCE 23

NICU PROFESSIONALS & PARENTS

2023 Highlights

Professional & Parent Focused Event

444 registrations. 75% were NICU professionals and 25% of attendees were NICU parents

133 hospitals representing 38 states and 6 countries attended

Opportunities to educate, engage, and gain insights with professionals and parents alike

Exceeded Whova engagement benchmarks by 45%

Comprehensive paid, earned, shared, and owned media promotion



VALUE

NICU Mental Health Conference - 2024 Sponsorship Benefits

Presenting Sponsor	Champion Sponsor	Advocate Sponsor	Supporter Sponsor	Friend Sponsor
\$50,000	\$25,000	\$10,000	\$5,000	\$2,500

BENEFITS

First right of refusal for 2025 NICU Mental Health Conference Presenting Sponsorship Level (With a Letter of Intent signed by 9/1/2024)	✓				
BEFORE (4 weeks prior to event)					
National press release mention during NICU Awareness Month	✓				
Email Blasts: 5 weeks prior to event (1), 3 weeks prior to event (1), 2 weeks prior to event (1), 1 week prior to event (1)	H	H	H	H	✓
DURING THE EVENT					
Daily recognition of presenting sponsorship by Founder & CEO of Hand to Hold prior to keynote	H				
High eye traffic virtual platform branding placements app/desktop. Platform used before, during and after conference.	H				
Sponsor opportunity to speak direct to live and recorded audiences in the premier sessions	3-minutes recording Day 1 opening & 1-minute Day 2 opening	1-minute recording Day 2 session			
Push notification to conference attendees to drive attendees to your booth	2/day	1/day			
Sponsor of daily mindfulness videos (2) recorded which can be used by your sales teams after event		H			
Inclusion in full digital media promotional plan (social media, email, and other advertising)-before, during, after event promotion. Opportunity to leverage conference creative for your owned audiences.	H	H			
Daily poll question each day of conference	H	H			
Sponsor of daily photo contests		H	H		
Virtual platform branding on sponsor list (app/desktop). Platform used before, during and after conference.	H	H	H	H	✓
Verbal recognition LIVE during opening remarks	✓	✓	✓	✓	
Recognition on conference webpage where all promotional CTA's will drive	H	H	H	H	✓
Live or pre-recorded video in exhibitor booth, ability to change video as often as desired	H	H	H	H	H
Virtual booth for personalized brand information, live demos, videos, brochures, PDF's, promotional offers, giveaways and more!	H	H	H	H	H
Conference app gamification enabled for engagement and increased traffic to booth. Verbal and push notifications from Hand to Hold to encourage attendees to visit.	H	H	H	H	H
Ability to be an attendee in the speaker sessions, participate in the community boards, session discussion chat boards as a participant. No limit on registered attendees.	✓	✓	✓	✓	✓
AFTER (1 weeks post event)					
Sponsor inclusion in post-event summary to all registered attendees which includes a 1/2 PDF sized ad	H				
Sponsor inclusion in post-event summary to all registered attendees	H	✓	✓		
Sponsor inclusion in Hand to Hold's Year in Review newsletter published in 1Q as part of Conference re-cap. Audience: all professionals, all hospitals, all parents, all donor database.	H	✓	✓	✓	
Post-conference booth access for all attendees for 30 days post event	✓	✓	✓	✓	✓
Comprehensive post-conference analytics	✓	✓	✓	✓	

Logo Recognition **H**
 Name Recognition ✓



NICU Mental Health Conference 2024 Additional Opportunities

NICU Hero Award	\$10,000	For Supporter Sponsor level and above, be the exclusive sponsor of Hand to Hold's annual NICU Hero Award, a national parent-nominated award that creates awareness and celebrates a NICU individual and a NICU team. Awards are presented live during the virtual capstone event that concludes the conference. Two sponsorships available. First sponsor to pledge may select their preference of the NICU Professional or NICU Unit award.
Virtual focus group	\$5,000	Hand to Hold can assist you in planning and facilitating a 1-hour virtual focus group session with 8-10 NICU parents. We'll find the participants to test your product or service. All sessions will be recorded. Limited availability.
Promo video to be aired during general session break	\$2,500	For Supporter Sponsor level and above, include a 30-second promotional video to be aired during General Session Breaks. Additional 30-second intervals are available for \$1,500 each, with a maximum video length of 2 minutes. Limited availability.
Informational session	\$1,500	Enjoy a 10-minute slot between sessions to present your product or service or host a Q&A. This session will be part of the conference passport program to incentivize attendance.
Attendee directory	\$1,000	Sponsor the entire Attendee Directory and feature your company's logo on both the first and last pages.

NICU HERO

Has your NICU been nominated?

[Click for short video from 2023's event](#)

Fees & Payment

- \$500 non-refundable deposit due at the time of sponsorship commitment
- 50% of sponsor invoice is due by September 1, 2024 (or upon receipt of invoice if registration occurs after August 15)
- Final payment is due by November 1, 2024
- Late fees will be applied to overdue payments

“Hand to Hold knows that compassionate and equitable care builds trust, calms anxiety and can improve outcomes for families. We're honored to celebrate these exemplary NICU Heroes on a national stage.”



Learn more about a sponsorship that matters and supports your 2024 goals.

Katrina Moline

 katrina@handtohold.org

 handtohold.org

