



# 2026 Sponsor Prospectus

Partnering to provide hope, healing, and mental health support for NICU families.

[handtohold.org](https://handtohold.org)

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Alexis, Keyon, and Baby Synclair

# What We Do Mental Health Support

## The NICU is Hard. We're Here to Help.

We help NICU parents heal through early mental health support, community, and education, all free, in English and Spanish.

### Why Is Support Important?

Up to 70% of NICU parents face anxiety or depression, yet few receive the mental health support they need. The stress of juggling work, family, and life in the NICU can be overwhelming.

Accessible, affordable care helps parents heal and helps babies thrive.

“ —  
*Hand to Hold has been an integral part of my journey to healing as a NICU mom.*”

— NICU Mom

### Our Support Programs

#### In-Person Support:

- 1-to1 support and support groups in the NICU

#### Virtual Support:

- Support groups, educational resource library, podcasts, Hand to Hold app, and our Peer Mentor Program

#### Counseling:

- Licensed clinicians specializing in trauma, grief, loss, and perinatal mental health
- Support for parents grieving NICU losses and managing perinatal mental health disorders



# Our 2025 Impact

## 89,914

Sessions of early intervention mental health support provided to NICU parents



### 43,414

Educational Support Sessions



### 23,054

In-Hospital Support Sessions



### 20,980

Online Community Support Sessions

## 100%

Provided at NO COST to parents in English & Spanish

[See Our Impact in Action](#)



### 2,466

Counseling & Peer Support Sessions



### 105+

Hospitals Refer Their Parents To Us



### 50

States Served

# Educational Resources Brand Licensing

Starting at \$5,000 Annually | Multiple Available

Educational resources created for parents that can be shared on digital properties or as printed materials. Easy to add to your website or for NICU professionals to share with families. We currently have **25+ articles available** covering a range of topics.

All articles are written by Hand to Hold staff who have had a NICU experience and reviewed by licensed professionals and our Medical Advisory Board.

## Sponsor Benefits Include:

- 12-month licensing with auto-renewal to maintain continuity (30-day notice for any changes to auto-renewal).
- Available with or without your branding.



## Nutrition in the NICU

### NICU Babies Parent Support

NICU babies need special nutrition and nurturing. Every family's feeding journey will be different. Learning what your baby needs will take time and flexibility. Fortunately, there are many ways for babies to get the nutrition they need. With support from your NICU team, you will find a feeding strategy that works best for you and your baby.



### YOUR BREAST MILK

No matter how long or short your pregnancy was, your body has already started preparing to breastfeed. During the first few days postpartum, your breasts will make colostrum, a sort of "liquid gold" full of nutrients and natural antibodies that makes it your baby's ideal first meal. Even if your baby is not "eating" yet, colostrum can be gently swabbed in your baby's mouth. The immune-balancing benefits of colostrum can help fight infection as well as supply some early nutrition. Your baby doesn't need a lot of milk right away. Their stomachs are very tiny! Even a small amount will help develop your baby's immune and digestive systems.

### INFANTS & TODDLERS

There are circumstances in which parents struggle to produce milk. Delivery complications, your health, stress from having your baby in the NICU and other factors may limit or prohibit your milk production. Donor breast milk is donated by healthy, carefully-screened, breastfeeding mothers and is processed to ensure safety. Many moms who have had babies in the NICU donate their milk because they know how important it is for babies and what a struggle it can be for others to make enough.

# NICU Babies Parent Support Podcast

**\$5,000 Per Episode | Multiple Available**

A biweekly podcast that supports NICU parents by providing guidance, comfort, and expert advice at every stage of their journey. To date, **we've released 11 seasons with 140+ episodes and 68,000+ downloads.**

"I found Hand to Hold via the podcast when my daughter was in the NICU. The podcast illuminated topics that I didn't even think about, alleviated concern, and made me feel a part of a community, no matter how hard the journey was." - Alicia M.

Episode Topics Include:

- Mental health and self-care
- Grief and loss
- Educational resources
- Advocacy
- And more!

**Listen on Apple Podcasts, Spotify, & YouTube**

**Sponsor Benefits Include:**

- Custom creative & social media distribution for each episode
- Hand to Hold FB/IG/LI/YT (61.8K+ followers)
- Sponsor can distribute across owned media channels
- All sponsor ads are host-read for authenticity



# NICU Heroes Podcast

**\$5,000 Per Episode | Multiple Available**

This podcast airs 10 episodes per year and was created exclusively for NICU professionals, helping them to better understand, support, and nurture the entire NICU family. Episodes allow the opportunity to **earn CEUs**. To date, **we've released 7 seasons with 50+ episodes and 50,300+ downloads**.

Episode Topics Include:

- Avoiding burnout and PTSD
- Palliative care and grief
- Perinatal mental health
- Understanding medically complex babies
- And more!

**Listen on Apple Podcasts, Spotify, & YouTube**

## **Sponsor Benefits Include:**

- Custom creative & social media distribution for each episode
- Hand to Hold FB/IG/LI/YT (61.8K+ followers)
- Sponsor can distribute across owned media channels
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***More than 4,000 CEUs claimed!***



# NICU Support App & Digital Resources

## Custom Sponsorship | Multiple Available

This app is a high-trust, high-engagement digital environment where NICU families repeatedly return for emotional support, peer connection, and critical resources, built for NICU parents, by NICU parents.

App support includes:

- Capture memories, milestones, and meaningful moments
- Connect with parents who understand in private communities
- Easily access support with our virtual support groups for all stages of the journey
- Access trusted information to help them navigate the NICU journey with confidence.
- And more!

## Download from the App Store and Google Play

### Sponsor Visibility May Include:

- Logo placement in app sponsor section
- Recognition on sponsor webpage
- Inclusion in annual impact report
- Light in-app or social media acknowledgment (select placements); Hand to Hold FB/IG/LI/YT (61.8K+ followers)





# Custom Educational Content Campaign

Starting at \$15,000 | Multiple Available

We co-create content with you that is engaging and focused on resonating with today’s NICU parent and professional. All campaigns are cross-channel and optimized to increase impact on every platform.

Content can be tailored to meet your specific goals:

- Build awareness
- Create community
- Educate

## Sponsor Benefits Include:

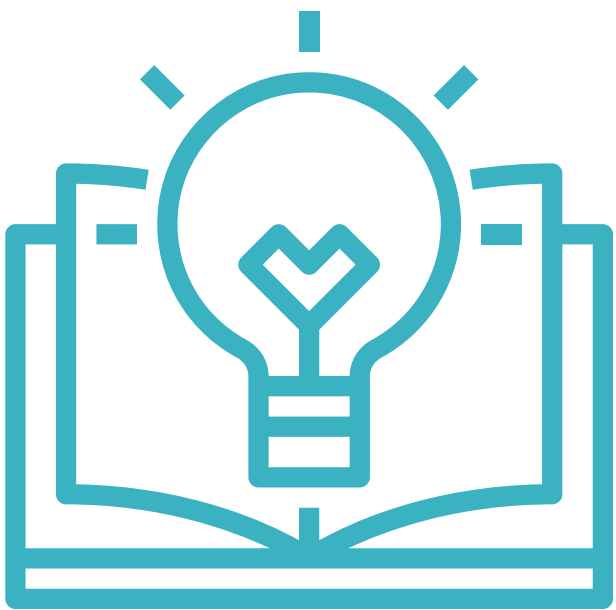
- Custom creative & social media distribution across relevant Hand to Hold channels.
  - Hand to Hold’s social (60.5K+ followers) channels depending on content.
  - Hand to Hold’s CRM/email lists (parents or professionals, depending on content).
  - Hand to Hold app feed (80% of audience is 2 years or less out of NICU).
- Call to action of your choice.
- Sponsors can distribute across owned media channels.



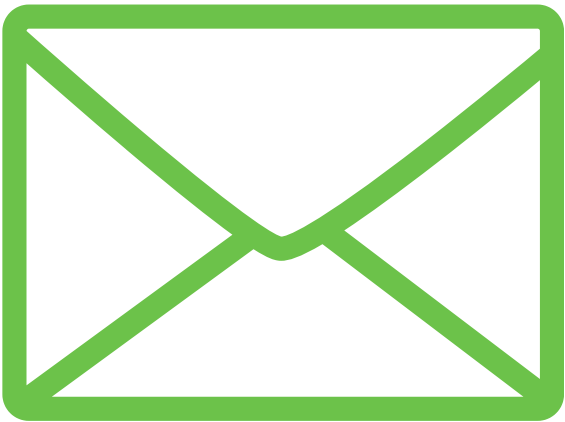
**Build Awareness**



**Create Community**



**Educate**



**Reach**

# Virtual NICU Mental Health Conference

National Event | November 4-5, 2026 | \$1,000 – \$25,000

The only virtual national conference that brings together NICU professionals and parents from across the country to learn, engage, and discuss critical mental health topics important to both professionals and parents. In 2025, we welcomed **more than 550 attendees from 132 hospitals, 36 states, and 7 countries.**

## Conference Themes



HEALTH  
EQUITY



BURNOUT &  
SELF-CARE

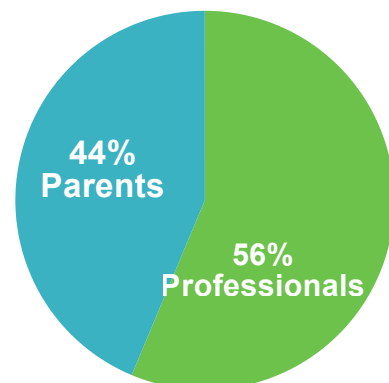


TRAUMA-  
INFORMED  
CARE



GRIEF &  
LOSS

## Attendee Demographics



2025 Summary

2025 Press Release



EARN  
CEUS!

NOVEMBER 4 & 5

VIRTUAL 2-DAY  
EVENT



10:00 AM - 5:00 PM  
CST

## KEYNOTE SPEAKERS



GIGI KHONYONGWA-FERNANDEZ



J.S. PARK

Learn More About 2026 Conference

# Hope Gala

Local Event | September 2026 | \$2,500 – \$50,000

**An inspiring night where hope takes center stage for NICU families!**

With **more than 300 attendees** in 2025, this gala brings people together for an evening of dinner, music, and connection in support of free early intervention mental health services for NICU and bereaved families. Your sponsorship helps ensure families facing a NICU journey have access to compassionate peer support, counseling navigation, education, and connection during one of life's most difficult seasons.

## Sponsor Benefits Include:

- Premium hospitality
- Logo visibility
- Stage recognition
- Digital promotion
- Limited activations
- Post-event fulfillment report

Relive the magic of the  
2025 Hope Gala





# Volunteers

## Get involved year-round!

Your team can make a meaningful impact with volunteer projects hosted at our office, in the community, or at your own location. Groups of 10 or more can participate in hands-on activities like:

- Assembling parent welcome bags for NICU families
- Creating sibling activity kits
- Preparing for special events that bring comfort and connection

**These projects require materials and coordination, so we invite partners to be a Project Sponsor to cover supplies and bring comfort to even more families.**

- 10–14 volunteers: Starting at \$500
- 15–29 volunteers: Starting at \$1,000
- 30–49 volunteers: Starting at \$2,500

**Our Volunteer Coordinator will help match your group with the perfect project and schedule.**

“ I love the opportunity to volunteer with Hand to Hold. As a NICU parent, I know personally how meaningful each item in the care pack is. I love hearing from the team how these items will serve NICU parents and getting to participate in that.”

– Emily B., Expedia





## Social Media

OVER **61,800**

followers across all channels



## Website

OVER **400,000**

page views in 2025

*"NICU" and closely related terms are searched ~40,000 times per month.*



## Subscribers

MORE THAN **28,000**  
contacts



## Exposure

Press and media releases, posters, ads, logo placement, and more!

# Expand Your Reach

We reach *AND* resonate with NICU parents and the professionals who support them.



## Hand to Hold® Provides Mental Health Support for Texas Children's Hospital NICU Families



NEWS PROVIDED BY  
Hand to Hold →  
Jun 05, 2024, 09:03 ET



*Hand to Hold's Certified Mental Health Peer Specialists help NICU parents feel more confident in bonding with their baby, proven beneficial for long-term outcomes and positive care for the infant*

HOUSTON, June 5, 2024 /PRNewswire/ -- [Hand to Hold](#), a national nonprofit that provides early intervention mental health support for Neonatal Intensive Care Unit (NICU) and bereaved parents will now provide direct support to parents at [Texas Children's Hospital](#) and



# Trusted by Leading Healthcare Partners

Your logo becomes a lifeline. Together, we ensure no NICU family walks alone. Our partnerships go beyond the transactional. We work with you to customize an approach that supports your marketing goals while advancing critical mental health services for NICU families.

With over 10 years of successful collaborations, we are proud to offer unique, national sponsorship opportunities that amplify your brand while directly benefiting thousands of NICU families across the U.S.

Join us in making a lasting impact and stand out as a leader in corporate social responsibility. Together, we'll create something meaningful.



“Our partnership with Hand to Hold through Huggies Healthcare reflects our shared purpose of providing compassionate support and advocacy for families during their most vulnerable moments.”

– Valerie Johnson, Senior Marketing Manager at Huggies Healthcare



## Our Partner Hospitals



Join our mission. Partner with us to ensure no NICU family walks alone.

**Jessica Torres-Sosa**

*Corporate Partnerships Manager*

 [jessica@handtohold.org](mailto:jessica@handtohold.org)

 [handtohold.org](https://handtohold.org)

[Sponsor Interest Form](#)

