



**Sponsorship Opportunities**

# ABOUT CRIBS FOR KIDS

Every year in the United States 3,500 babies die from sleep-related causes such as accidental suffocation and SIDS.

These deaths can be prevented by following the safe sleep guidelines set by the American Academy of Pediatrics.

Babies should sleep:  
Alone, on their backs,  
in a safety-approved crib.

Since its founding, Cribs for Kids has distributed over 800,000 portable cribs nationwide to families in need.



## WHAT WE DO

The mission of Cribs for Kids® is to prevent infant sleep-related deaths by educating parents and caregivers about the importance of practicing safe sleep for their babies and by providing portable cribs to families who, otherwise, cannot afford a safe place for their babies to sleep.

## HOW WE DO IT

Cribs for Kids disseminates the safe sleep message through a variety of programs:

- National Hospital Certification Program
- National Public Safety Initiative
- Safe Sleep Ambassador Program
- Managed Care Organization Prenatal Incentive Program.



## OUR IMPACT



Founded in 1998, with over two decades of experience



More than 800,000 cribs provided



1,800 partners nationwide

# BREATH OF LIFE STROLL SNAPSHOT



**Virtual October 1-31, 2023**

The Breath of Life Stroll is an annual event hosted by Cribs for Kids to bring awareness of infant safe sleep practices. Each year, families who have experienced the loss of a baby are joined by safe sleep advocates across the country to walk together in honor of infants who have passed on from sleep-related causes and to raise awareness of the life-saving infant safe sleep message.

This event serves as the primary fundraiser of Cribs for Kids. One hundred percent of the proceeds raised by the participants go back into programs such as our National Public Safety Initiative, our National Hospital Certification Program, and our crib distribution program which provides thousands of portable cribs to families in need each year.

In 2020, the Breath of Life Stroll was launched as a national, virtual event. Since then it has grown to be an anticipated event amongst our 1,800 Cribs for Kids Partners who form Stroll Teams to fund the distribution of safe, free cribs in their local communities.

For more information visit, <https://www.cribsforkids.org/stroll>



# BECOME A SPONSOR & MAKE A DIFFERENCE

When you sponsor the Breath of Life Stroll you are committing to ensuring that every baby reaches his or her first birthday.

This annual event helps us to continue our life-saving work, raising awareness of safe infant sleep and providing no-cost, safe cribs to families in need. All money raised allows us to continue developing programs that provide safe sleep education to parents, caregivers, and professionals who provide services to families during the first year of a baby's life. Your support funds safe cribs for our community. Your support allows us to fund research that may help us to finally find an answer to the age-old question, what causes SIDS? And your support helps parents who have experienced the worst pain imaginable, the loss of their child.

Sponsor the Stroll and join us in our mission to help every baby sleep safer

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## OUR REACH

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Social Media



Email Marketing



Yearly Webviews



Stroll Participants



Cribs for Kids Parnters



Safe Sleep Ambassadors

## TITLE SPONSOR (\$10,000)

**As the Title Sponsor of the 2023 Cribs for Kids® Breath of Life Stroll, your company will receive the following benefits:**

- Event will be promoted as:  
The Cribs for Kids® Breath of Life Stroll  
Presented by: <Your Company Name>
- Your company logo and/or company name will appear on the following
  - Websites and event calendars
  - Thnks Gratitude Kick-Off Gift exclusively from your organization at the beginning of October to all participants.
  - Company Name inclusion on the Thnks Gratitude Gift at the end of October to all participants.
  - E-mail blasts and social media marketing
  - Special promotion of the sponsor's request (i.e. Facebook Live, Sponsored Giveaway, etc.) & Weekly Promotional Ads
  - Inclusion in live virtual event announcements
- Post Stroll - Participant Gratitude Gift provided through THANKS.
- Company mentioned in all press releases and all forms of media.
- Company team will receive annual stroll T-Shirts for all participating representatives (up to 25).

## TITLE SPONSOR RESPONSIBILITIES

- Donate \$10,000 to Cribs for Kids®. This sponsorship opportunity entitles you to the first right of refusal for the 2024 Breath of Life Stroll
- Provide Cribs for Kids with your logo by no later than September 29, 2023.
- Assist Cribs for Kids® with networking your media contacts (if available)
- Promote the event to your network, via mailing list, e-mail list and/or website
- Have a representative available for news interviews or other promotional opportunities



## PLATINUM SPONSOR (\$7,500)

**As a Platinum Sponsor of the 2023 Cribs for Kids® Breath of Life Stroll, your company will receive the following benefits:**

- Event will be promoted as:  
The Cribs for Kids® Breath of Life Stroll  
Presented by: <Your Company Name>
- Your company logo and/or name will appear on the following
  - Websites and event calendars
  - Company Name inclusion on the Thnks Gratitude Gift at the end of October to all participants.
  - E-mail blasts and social media marketing
  - Special promotion of the sponsor's request (i.e. Facebook Live, Sponsored Giveaway, etc.) & Weekly Promotional Ads
  - Inclusion in live virtual event announcements
- Company mentioned in all press releases and all forms of media.
- Company team will receive annual stroll T-Shirts for all participating representatives (up to 25).
- Company credited as the Lunch and Refreshment sponsor for Kick-Off Celebration Event

## PLATINUM SPONSOR RESPONSIBILITIES

- Donate \$7,500 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 2024 Breath of Life Stroll
- Provide Cribs for Kids with your logo by no later than September 29, 2023
- Assist Cribs for Kids® with networking your media contacts (if available)
- Promote the event to your network, via mailing list, e-mail list and/or website

RIGHT: Annual Remembrance  
Ceremony Dove Release by  
Memory Makers



# GOLD SPONSOR (\$5,000)

**As a Gold Sponsor of the 2023 Cribs for Kids® Breath of Life Stroll, your company will receive the following benefits:**

- Event will be promoted as “in partnership with”  
The Cribs for Kids® Breath of Life Stroll  
In Partnership With: <Your Company Name>
- Your company logo will appear on the following
  - Websites and event calendars
  - Company Name inclusion on the Thanks Gratitude Gift at the end of October to all participants.
  - E-mail blasts and social media marketing
  - Bi-Weekly Facebook promotional ads
  - Inclusion in live virtual event announcements
- Company mentioned in all press releases and all forms of media.
- Company team will receive annual stroll T-Shirts for all participating representatives (up to 15).

## GOLD SPONSOR RESPONSIBILITIES

- Donate \$5,000 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 2024 Breath of Life Stroll
- Provide Cribs for Kids® with your company logo by no later than September 29, 2023
- Promote the event to your network via mailing list and/or e-mail list (opt)



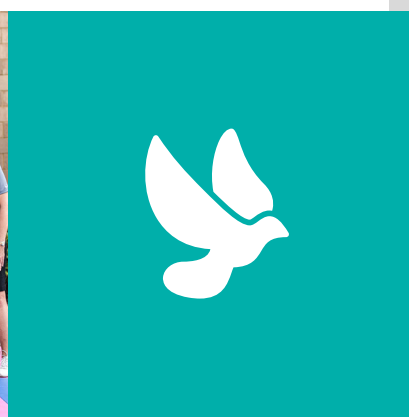
## SILVER SPONSOR (\$2,500)

**As a Silver Sponsor of the 2023 Cribs for Kids® Breath of Life Stroll, your company will receive the following benefits:**

- Your company logo will appear on the following
  - Websites and event calendars
  - Company Name inclusion on the Thnks Gratitude Gift at the end of October to all participants.
  - E-mail blasts and social media marketing
  - Monthly Facebook promotional ads
  - Inclusion in live virtual event announcements
- Company mentioned in all press releases and all forms of media.
- Company team will receive annual stroll T-Shirts for all participating representatives (up to 10).

## SILVER SPONSOR RESPONSIBILITIES

- Donate \$2,500 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 2024 Breath of Life Stroll
- Provide Cribs for Kids® with your company logo by no later than September 29, 2023
- Promote the event to your network, via mailing list and/or e-mail list (opt)





## BRONZE SPONSOR (\$1,000)

**As a Bronze Sponsor of the 2023 Cribs for Kids® Breath of Life Stroll, your company will receive the following benefits:**

- Your company logo will appear on the following
  - Websites and event calendars
  - Company Name inclusion on the Thanks Gratitude Gift at the end of October to all participants.
  - E-mail blasts and social media marketing
  - Inclusion in live virtual event announcements
- Company mentioned in all press releases and all forms of media.
- Company team will receive annual stroll T-Shirts for all participating representatives (up to 5).

### BRONZE SPONSOR RESPONSIBILITIES

- Donate \$1,000 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 2024 Breath of Life Stroll
- Provide Cribs for Kids® with your company logo by no later than September 29, 2023

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## SPECIALTY SPONSOR (\$500)

**As a Specialty Sponsor of the 2023 Cribs for Kids® Breath of Life Stroll, your company will receive the following benefits:**

- Your company logo will appear on the following
  - Websites and event calendars
  - E-mail blasts and social media marketing

### SPECIALTY SPONSOR RESPONSIBILITIES

- Donate \$500 to Cribs for Kids®. This sponsorship opportunity entitles you to the first right of refusal for the 2024 Breath of Life Stroll.
- Provide Cribs for Kids® with your company logo by no later than September 29, 2023