

7th National
CRIBS FOR KIDS CONFERENCE: MISSION POSSIBLE
[05/03-06/2022]

DO YOU ACCEPT THIS MISSION?

Sponsorship Opportunities

**NOW
VIRTUAL**

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



Over two decades
of experience



More than 800,000
cribs provided



1,800 partners
nationwide

Become a sponsor & make a difference

The bi-annual Cribs for Kids National Safe Sleep Conference provides a national dialogue that exclusively addresses infant sleep-related deaths and the importance of educating Americans on safe sleep. This conference focuses on racial and economic disparities associated with infant mortality due to sleep-related causes such as accidental suffocation and Sudden Infant Death Syndrome. Researchers, social workers, public health professionals, public safety officials, nurses, doctors, and hospital administrators from all over the country gather to present and learn about new research, programming, and innovations that will reduce these disparities and save infant lives.

By becoming a sponsor of the Cribs for Kids Conference you are showing your commitment to the well-being of mothers and infants in our local community and throughout the country. You are demonstrating your dedication to combating racial and socioeconomic disparities by joining us in our mission to help every baby sleep safer despite race or income level. You are taking a stand for birth equity for all mothers and babies by helping us and our attendees ensure that every family is educated on infant safe sleep best practices and that every baby has a safe place to sleep.

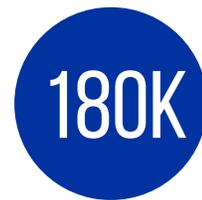
Our Reach



Social Media



Email Marketing



Yearly Webviews



Conference Attendees



Cribs for Kids Parnters



Safe Sleep Ambassadors

Conference Snapshot

Virtual May 3 - 6, 2022

Is it possible to change the culture surrounding infant safe sleep in America? In the preceding decades we, as safe sleep advocates, have strived to educate the public on this issue. We have created programs, held events, distributed safe cribs to families in need. Our efforts have succeeded in changing the behavior of countless parents and caregivers. Our concerted efforts have lowered the SUID rates in this country from over 10,000 per year to approximately 3500 per year today. Despite our ongoing efforts, this number has held strong and remains unchanged. What will it take to permanently shift the damaging behavior patterns of well-intentioned infant caregivers despite the obstacles of tradition and the growing culture of general defiance against facts and science?

At our last conference, we explored technology and its many applications in our efforts. Join us at the 7th annual Cribs for Kids Conference as we celebrate the ongoing work of our community and discuss ways to take our collective mission further by breaking down the barriers that block us from saving every baby from sleep-related injury and death.

Sponsorship	Platinum	Gold	Silver	Bronze
Platform Sponsor	✓	-	-	-
Live Ads and Posts	✓	✓	✓	✓
Keynote Sponsor	✓	✓	✓	✓
Breakout Sponsor	-	✓	-	-
Poster/Break Sponsor	-	-	✓	-
Engagement Activity	✓	✓	✓	✓
Virtual Exhibitor Booth	✓	✓	✓	✓
Conference Mailing	✓	✓	-	-
Post-Event Sponsor E-mail	✓	✓	-	-
Digital Marketing	✓	✓	✓	✓
Complementary Tickets	8	4	2	1
Sponsor Info Session	✓	✓	-	-

Platinum Sponsor (\$10,000)

- Inclusion in publicity, social media promotion, and marketing materials.
- Complimentary Virtual Exhibitor Booth
- You will receive the following Conference Platform benefits:
 - Sponsored Ads in Newsfeed (2 per day, 8 total)
 - Premium exhibitor listing
- Sponsor Info Breakout Session to explain your program or demo your products for our attendees.
- Participation in the contest activities to increase virtual booth engagement.
- Eight (8) guest passes to attend the conference (If you are not able to use some or all of your complimentary passes, your unused passes can be pooled into our Conference Scholarship fund to support attendees who otherwise cannot afford to attend.)

Platinum Level Exclusives - Your company will be listed as (Pick 2)

- Technology Sponsor for the virtual platform. (1 Available)
- Technology Sponsor for the virtual exhibition area. (1 Available)
- Conference Package Sponsor (1 Available) - Conference mailing with sponsor brochures that will be sent to all conference attendees before May 3, 2022.
- Keynote/Plenary Session Sponsor (2 Available)
- Day 2 - Welcome Address (1 Available) - Opportunity to have a company representative speak for the Welcome Address on Day 2.

Platinum Sponsor Responsibilities

- Donate \$10,000 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 8th National Cribs for Kids conference in 2024.
- 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.
- Provide Cribs for Kids® with your logo (ai or eps files preferred).
- Provide Cribs for Kids® with your ad artwork and verbiage by March 1, 2022.

RIGHT: Emily Marko, Illustrator, joins our Friday morning session "Where Do We Go From Here?" to help visualize our goals and solutions for the safe sleep community. (2019)

Emily Marko will be joining us again virtually in 2022!



Gold Sponsor (\$5,000)

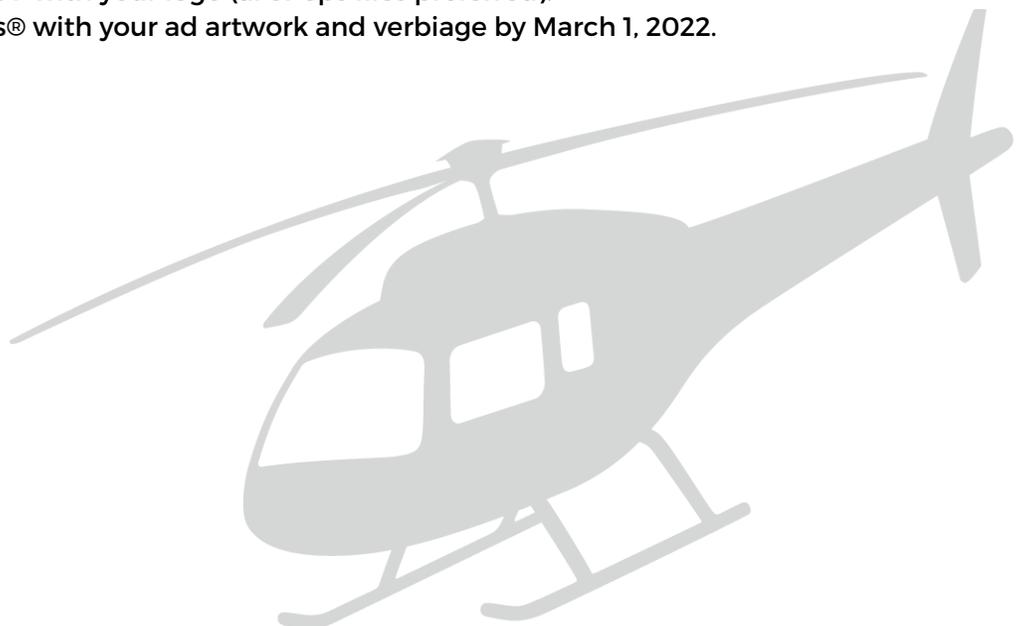
- Inclusion in publicity, social media promotion, and marketing materials.
- Complimentary Virtual Exhibitor Booth
- You will receive the following Conference Platform benefits:
 - Sponsored Ads in Newsfeed (1 per day, 4 total)
 - Premium exhibitor listing
- Sponsor Info Breakout Session to explain your program or demo your products for our attendees.
- Participation in the contest activities to increase virtual booth engagement.
- Four (4) guest passes to attend the conference. (If you are not able to use some or all of your complimentary passes, your unused passes can be pooled into our Conference Scholarship fund to support attendees who otherwise cannot afford to attend.)

Gold Level Exclusives - Your company will be listed as (Pick 1)

- **Breakout Session Sponsor (6 Available)** - Logo will be displayed before the virtual presentations within your chosen breakout sessions start.
- **Morning Coffee Sponsor (1 Available)** - Logo will appear in posts prior to the start of each day urging attendees to get ready for the start of the conference. Example: "Grab your morning coffee! Day 2 of the Cribs for Kids Conference Starts in 1 Hour!" [LOGO IMAGE]
- **Lunch Break Sponsor (1 Available)** - Logo will appear in posts during the lunch break advertising what to expect in the afternoon sessions.

Gold Sponsor Responsibilities

- Donate \$5,000 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 8th National Cribs for Kids conference in 2024.
- 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.
- Provide Cribs for Kids® with your logo (ai or eps files preferred).
- Provide Cribs for Kids® with your ad artwork and verbiage by March 1, 2022.



Silver Sponsor (\$2,500)

- **Inclusion in publicity, social media promotion, and marketing materials.**
- **Complimentary Virtual Exhibitor Booth**
- **You will receive the following Conference Platform benefits:**
 - Sponsored Ads in Newsfeed (2 total)
 - Premium exhibitor listing
- **Participation in the contest activities to increase virtual booth engagement.**
- **Two (2) guest passes to attend the conference.** (If you are not able to use some or all of your complimentary passes, your unused passes can be pooled into our Conference Scholarship fund to support attendees who otherwise cannot afford to attend.)

Silver Level Exclusives

Your company will be listed as (Pick 1)

- **Poster Area Sponsor (1 Available)** - Logo will appear on the Poster Area page on the virtual platform.
- **Contest Sponsor (1 Available)** - Your company logo will appear on the page for the Safe Sleep Survival Kit Contest.
- **Safe Sleep Spotlight Sponsor (3 Available)** - Your logo will appear before the end of day Safe Sleep Spotlight Mini Session presentations.

Silver Sponsor Responsibilities

- Donate \$2,500 to Cribs for Kids®. This sponsorship opportunity entitles you to first right of refusal for the 8th National Cribs for Kids conference in 2024.
- 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.
- Provide Cribs for Kids® with your logo (ai or eps files preferred).
- Provide Cribs for Kids® with your ad artwork and verbiage by March 1, 2022.



Bronze Sponsor (\$1,500)

- Inclusion in publicity, social media promotion, and marketing materials.
- Complimentary Virtual Exhibitor Booth
- You will receive the following Conference Platform benefits:
 - Sponsored Ads in Newsfeed (1 total)
 - Premium exhibitor listing
- Participation in the contest activities to increase virtual booth engagement.
- One (1) guest pass to attend the conference. (If you are not able to use your complimentary pass, your unused pass can be pooled into our Conference Scholarship fund to support attendees who otherwise cannot afford to attend.)

Bronze Sponsor Responsibilities

- Donate \$1,500 to Cribs for Kids®. This sponsorship opportunity entitles you to the first right of refusal for the 8th National Cribs for Kids conference in 2024.
- 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.
- Provide Cribs for Kids® with your logo (ai or eps files preferred).
- Provide Cribs for Kids® with your ad artwork and verbiage by March 1, 2022.



Exhibitor Opportunities (\$500)

- Virtual Exhibitor Booth
- Full Conference Attendance

Note: Cribs for Kids holds the right to refuse exhibitors whose message or business practices conflict with the interests of Cribs for Kids, Inc.

For more information visit,
<https://na.eventscloud.com/c4kconference7>