



# 2020 SPONSORSHIP OPPORTUNITIES



*Empower. Connect. Support.*

Giving families the support they need to ease their journey through the Neonatal Intensive Care Units (NICU) and thrive in unit and at home.

# Love for Lily

Love for Lily is celebrating its 7th year of serving and supporting families in the NICU.

## ABOUT

Neonatal Intensive Care Unit (NICU). Love for Lily is a non-profit organization 501(c)3 supporting NICU families at UC Health Anschutz Campus and Avista Adventist: Centura Health hospitals.

Our 3rd hospital, Rocky Mountain Hospital for Children at PSL, began services in 2019 which has nearly doubled the number of families, doctors, and nurses we serve annually, to more than 2,000 per year. While our families come from all walks of life, they all have the same thing in common, an unexpected stay in the Neonatal ICU and often early delivery of their baby(ies). The first stop for these tiny beings is the NICU and depending on gestational age and medical needs, they may spend 2 day, 2 weeks or several months there before going home.

The average NICU stay according to the March of Dimes is 46 days. The three most commonly reported feelings during this time are isolation, confusion, and fear. For many families, the NICU is a roller coaster ride with many incredible highs full of joy and too many difficult lows.

### NICU Love

- ♥ In-Unit Support
- ♥ Grants
- ♥ Essential Bags

### LASTING Love

- ♥ Post-NICU Support

### Love, CAMDEN & FRIENDS

- ♥ Grief Support

## 2018 IMPACT

**1250+**

Essential Bags  
Delivered to  
families

**332**

Families served  
through support  
Group Meetings

**12**

Grants given to  
qualifying families  
totaling \$13,000

**13**

Families supported  
through the death  
of their baby

**4,000 FAMILIES SERVED OVER THE LAST 7 YEARS**

WWW.LFLNICU.ORG

# Love for Lily

At Love for Lily we support families in a variety of ways.

## NICU Love

Our three NICU Love in-unit programs are open to all families with babies in the Neonatal ICU.

- Weekly facilitated Moms Group and Family Group meetings provide opportunities for individual and small group connection around a common experience: having a prematurely-born baby(ies) whose life is starting out in a NICU. This often unexpected and unfamiliar path for parents quickly brings to the surface experiences/thoughts/feelings of uncertainty, failure, shame, guilt, as well as happiness and joy at the arrival of their child(ren). Most people have not been taught how to navigate these experiences, and with the guidance of trained facilitators, the individuals attending these group meetings not only gain new skills, they also learn that they are not alone in their NICU journey.
- Essentials Bags are given at admission to families expecting a two week or longer stay and include items that support parents in thriving during their NICU stay including a toothbrush & toothpaste for unexpected overnights, a journal to record and process the experience of the NICU, some snack and information about connecting with other mamas and families.
- Grants, offering families a helping hand to fill the gap in receiving therapies to support the well-being of their child. Grants are given monthly and to date, we have given more than \$30,000.

## LASTING Love

Support does not end when families go home. Love for Lily offers post-NICU support, Lasting Love is a weekly group meeting where mamas can come together with their babies and build community, learn skills to support themselves and their babies as well as process the experience of the Neonatal Intensive Care Unit. Additionally, our Virtual Post-NICU group went live in 2018 allowing mamas from all around the United States to join our community!

## Love, CAMDEN & FRIENDS

Our newest program launched offering resources, information, community, and a stuffie weighted at the child's birthweight to bereaved parents. This program was more than a year in the making and came together through the bravery and passion of 4 mamas whose babies did not survive. Camden, Koa, Beatrice, and Lily are the love behind this program and their mamas are the power that makes it possible. Serving in-unit through our Folders of Love offering parents provides much needed information and resources to help them through their loss journey. Once they have gone home a stuffie from JellyCats weighted to their babies birthweight arrives in the post and if there are siblings a matching lovie is included. We wish there was a way to take away the pain of a baby dying but just knowing you are not alone makes the road just a little more bearable. Together we serve with our hearts and our hands to support families as they navigate the waters of loss.

**4,000 FAMILIES SERVED OVER THE LAST 7 YEARS**

WWW.LFLNICU.ORG

# Love for Lily

Our sponsors sustain our important programming and offerings.

We would love to have you join us in changing the lives of families living with babies in the Neonatal ICU. We have sponsorship opportunities starting at \$500. We are committed to making sure that our sponsors receive lots of media love & time in the limelight through both our programming and events. On the following page are our 2019 sponsorship opportunities. After you have a chance to look it over we would love to answer any questions that you have or custom tailor a sponsorship package specifically for you.

Our Boots & Bling Event is on July 24, 2019, at Balistreri Winery and we are thrilled to be able to offer some specific Event Sponsorships. Every donation makes a difference and we are so grateful for your consideration of Love for Lily in your giving.

We are grateful for your support. To pledge your sponsorship for one of our key programs, please send an email to [sahra@lflnicu.org](mailto:sahra@lflnicu.org) or donate directly at [lflnicu.org/donate](http://lflnicu.org/donate).

With Gratitude,

Sahra Cahoon  
Founder, Executive Director & Lily's Mama

## CONTACT US

PH: 720.526.2556

EMAIL: [love@lflnicu.org](mailto:love@lflnicu.org)

MAIL: PO Box 18957, Boulder, CO 80308

FACEBOOK: [facebook.com/love4lily](https://facebook.com/love4lily)

INSTAGRAM: [@lflnicu](https://instagram.com/@lflnicu)

**Sponsorships may be tax deductible.**

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[WWW.LFLNICU.ORG](http://WWW.LFLNICU.ORG)

### CORPORATE PARTNERSHIP

#### ♥ Connecting Business to Giving

Corporate Partnerships Sustain Love for Lily and provide a connection to ongoing funds directly connected to the business success. Every partnership looks different, a percentage of sales, a donation from each sale, a pledge to fund-a-need through your customer base. We will design a partnership that supports your business goals and our families.

Our Corporate Partnerships are prominently featured on our website, social media and blog. Together we are connecting business to giving through unique partnerships that fit business from just beginning to large corporations.

- Exclusive Blog Post & Newsletter to Love for Lily Donors and Families
- Prominently featured on all printed and electronic materials, signage, and promotional materials
- Logo will be printed on all essential's bags given to families during their stay in the NICU's that we support - Approx. 2500 annually.
- Marketing, products or promotional materials inside of all LFL Essentials bags (sponsor provided).
- Sponsors Logo, organizational description, and link featured on the LFL website, for one-year
- Prominent recognition on Thank You Signage used for events
- Opportunity to market to donors & families at ALL Events including the Boots & Bling Farm Dinner
- Podium Acknowledgement at ALL Events including the NICU Reunion and Boots & Bling Farm Dinner, Benefit Concert
- Lots of social media love
- Additional Marketing Opportunities through the year

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### PRESENTING HOSPITAL SPONSORSHIP

♥ \$15,000 (2 Available, Thank you to The Finer Family Trust)

Presenting Hospital Sponsorship provides full payment for one hospital's in-unit services for one year, this includes 52 weeks of facilitated support groups for families in the NICU, Essentials Bags for all families admitted to the unit and expecting a 2 week or longer stay, holiday care packages and more.

Our presenting hospital sponsors have the choice to be listed as the presenting sponsor at either of the hospitals we serve in-unit, UC Health or Avista Adventist - Centura Health or our 3rd hospital open summer of 2019. This offers exclusive branding for all Love for Lily services within that hospital on both the Love for Lily website and the hospital website. Additionally, our Premier Sponsors receive a private table for 8 at fundraising events (where applicable).

- Exclusive Sponsorship at the chosen hospital
- Prominently featured on all printed and electronic materials, signage, and promotional materials within the chosen hospital - includes all public relations announcements to the press & media, print articles and blogs. (i.e. Love for Lily presented by Advanced Systems Group)
- Logo will be printed on all essential's bags given to families during their stay in the NICU's that we support - Approx. 2500 annually.
- Marketing, products or promotional materials inside of all LFL Essentials bags (sponsor provided).
- Sponsors Logo, organizational description, and link featured on the LFL website, for one-year
- Feature in the LFL newsletter.
- Prominent recognition on Thank You Signage used for events
- Opportunity to market to donors & families at ALL Events including the Boots & Bling Farm Dinner
- Podium Acknowledgement at ALL Events including the NICU Reunion and Boots & Bling Farm Dinner Benefit
- Private 8 Seat Sponsor Table at the Boots & Bling Farm Dinner Benefit, July 24th
- Lots of social media love
- Additional Marketing Opportunities through the year

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### SIGNATURE GRANT SPONSOR

♥ \$12,000

Grants provide much needed funds to help families in attaining services and therapies to support their premature baby(s) well-being. Love for Lily is committed to Grants being simple, we strive to ease the burden to under-insured families for continuing care. The mission of our Grant Program is to provide a helping hand to fill the gap for ongoing services or therapies to support the baby's well-being.

- Prominently featured on all electronic materials, signage and promotional materials for the Grant Program - includes all public relations announcements to the press & media, print articles and blogs about Grants.
- Each of the 12 grants will be given in your name; This grant presented by Bloom Method.
- Logo will be printed on all essential's bags given to families during their stay in the NICU's that we support (Approx. 2500 with set-up by 1.15.2020)
- Feature in the LFL newsletter
- Sponsor Logo will be displayed on the Love for Lily website for 1 year with a link to your website or social media outlet of your choice.
- Marketing, products or promotional materials inside of all LFL Essentials bags (sponsor provided).
- Recognition in the Boots & Bling Program

### SIGNATURE SPONSOR

♥ \$10,000

Our Signature Sponsors choose a program to focus their funds on, This can be our core support programs; NICU Love, Lasting Love, Love, Camden & Friends or Holiday Care Packages. You may also choose to support an Emerging program or the general fund. Signature Sponsors are given lots of love across multiple areas.

- Logo will be printed on all essential's bags given to families during their stay in the NICU's that we support (Approx. 2500 with set-up by 1.15.2020)
- Sponsor Logo will be displayed on the Love for Lily website for 1 year with a link to your website or social media outlet of your choice.
- Feature in the LFL newsletter
- Marketing, products or promotional materials inside of all LFL Essentials bags (sponsor provided).
- Recognition in the Boots & Bling Program

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### SUPPORTING SPONSOR

♥ \$5,000

Supporting Sponsors offer funds for essential programming and events to serve families as they navigate the Neonatal ICU. Supporting Sponsors may also choose to be the featured sponsor for NICU Awareness Month activities, Holiday Bags for families, or other annual programming.

- Logo will be printed on all essential's bags given to families during their stay in the NICU's that we support (Approx. 2500 with set-up by 1.15.2020)
- Sponsor Logo will be displayed on the Love for Lily website for 1 year.
- Feature in the Love for Lily newsletter
- Recognition in the Boots & Bling Program

### CONTRIBUTING SPONSOR

♥ \$2500

Contributing Sponsors support the overall work that Love for Lily does to ease the burden of having a babies in the Neonatal ICU. Sponsor may choose to earmark funds to a specific program or support the general fund.

- Logo will be printed on all essential's bags given to families during their stay in the NICU's that we support (Approx. 2500 with set-up by 1.15.2020)
- Sponsor Logo will be displayed on the Love for Lily website for 1 year.
- Social Media Love & Optional Blog Post about you or your business
- Recognition in the Boots & Bling Program

### FRIENDS OF LOVE FOR LILY SPONSOR

♥ \$1000

This is the sponsorship level for those who want to give a little more & get a big dose of love for Love for Lily

- Sponsor Logo will be displayed on the Love for Lily website for 1 year.
- Social Media Love & Optional Blog Post about you or your business
- Recognition in the Boots & Bling Program

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