







 LEVELS & BENEFITS 2022	Friend Partner	Supporter Partner	Hope Partner	Advocate Partner	Champion Partner	Custom Partnership
	\$5,000-\$9,999	\$10,000-\$14,999	\$15,000-\$19,999	\$20,000-\$24,999	\$25,000-\$29,999	\$30,000+
<p>Build your annual partnership with RESOLVE by choosing the RESOLVE programs listed below this chart that align with your goals. In addition to the benefits listed for each program, annual partners receive the benefits listed in this chart.</p>						
Social media thank you posts in a 12-month period	2	4	6	6	6	12
Use of RESOLVE's Proud Partner Logo						
Public Announcement about partnership						Customized Partnership
Feature partnership via email in a 12-month period					2	4

⊕ Interested in showing your support of RESOLVE to doctors, practices and practice networks, and industry leaders?

Consider supporting:

- NIAW
- Federal Advocacy Day
- Night of Hope

♥ Interested in showing your support of RESOLVE to patients?

Consider supporting:

- NIAW
- United for RESOLVE
- Federal and/or state advocacy days
- Virtual Advocacy Training
- Coverage at Work
- DIY Walks
- Family Building Summit
- Kitchen Table Conversations
- Peer led support groups
- Co-branded emotional support resources

🏛 Interested in supporting Access to Care?

Consider supporting:

- Federal and/or state advocacy days
- Virtual Advocacy Training
- Coverage at Work

Choose any of the following options to create your annual partnership. Options below are also available as stand-alone sponsorships.

+ **♥** **National Infertility Awareness Week® Sponsor, April 24-30, 2022, www.infertilityawareness.org**

Dollar Value: \$5,000; Benefits Include:

- ✓ Logo hyperlinked on official NIAW website, infertilityawareness.org
- ✓ Spotlight on Sponsor's commitment to RESOLVE and NIAW with logo and hyperlink on official NIAW "partner spotlight" section
- ✓ Acknowledgement as a Sponsor in all NIAW related press releases and e-communications
- ✓ RESOLVE will share RESOLVE/Sponsor activities related to partnership on social media during the week

♥ **Virtual "United for RESOLVE"**

A virtual event hosted by RESOLVE during National Infertility Awareness Week® to educate and unite current and new advocates.

Presenting Sponsor (Exclusive Opportunity)

Dollar Value: \$10,000; Benefits Include:

- ✓ Corporate name and logo hyperlinked on official event webpage
- ✓ Acknowledgement in marketing emails for event
- ✓ 30-second Video message to attendees (sponsor provides video to RESOLVE)
- ✓ Brand visibility during event
- ✓ Social media mentions during marketing campaign
- ✓ Thank you/Acknowledgment during event

Uniting Sponsor

Dollar Value: \$3,500; Benefits Include:

- ✓ Corporate name and logo hyperlinked on official event webpage
- ✓ Brand visibility during event
- ✓ Thank you/Acknowledgment during event

+ **♥** ** [Federal Advocacy Day \(Virtual\), Spring 2022; www.resolve.org/advocacyday](http://www.resolve.org/advocacyday)**

Presenting Sponsor (Exclusive Opportunity)

Dollar Value: \$50,000; Benefits Include:

- ✓ Corporate name and logo hyperlinked on official Advocacy Day webpage as the Presenting Sponsor
- ✓ Acknowledgement in recruitment and engagement emails for Advocacy Day
- ✓ Acknowledgement in Training Webinars for Advocacy Day
- ✓ Acknowledgement in Virtual Advocacy Training Program
- ✓ 30-second Video message to Advocacy Day advocates (sponsor provides video to RESOLVE)
- ✓ Recognition during regional virtual Gatherings (e.g. Meet Ups, Happy Hours) for Advocacy Day
- ✓ "Meet our Sponsor" blog post on resolve.org
- ✓ Advocate Swag Box Sponsor

Champion

Dollar Value: \$10,000; Benefits Include:

- ✓ Corporate name and logo hyperlinked on official Advocacy Day webpage as a sponsor
- ✓ Acknowledgement in recruitment emails for Advocacy Day
- ✓ Acknowledgement in Training Webinars for Advocacy Day
- ✓ Recognition during regional virtual Gatherings (e.g. Meet Ups, Happy Hours) for Advocacy Day
- ✓ Advocate Swag Box: One logoed item in the Swag Box (RESOLVE will provide list of options)

Changemaker

Dollar Value: \$5,000; Benefits Include:

- ✓ Corporate name and logo hyperlinked on official Advocacy Day webpage as a sponsor
- ✓ Acknowledgement in recruitment emails for Advocacy Day
- ✓ Acknowledgement in Training Webinars for Advocacy Day

♥ **NEW: Virtual Advocacy Training Program Sponsor, January 2022**

Dollar Value: \$2,500; Benefits Include:

- ✓ Corporate name and logo hyperlinked on Advocacy Training webpage as a sponsor
- ✓ Acknowledgement in emails to registrants about Advocacy Training Program
- ✓ Acknowledgement during Training Program

♥ **Virtual State Advocacy Day Sponsor**

Dollar Value: \$2,500 per State Advocacy Day; Benefits Include:

- ✓ Corporate name and logo hyperlinked on official State Advocacy Day webpage(s) as an event sponsor
- ✓ Acknowledgement in recruitment emails for State Advocacy Day
- ✓ Acknowledgement during Training Webinar for State Advocacy Day

♥ **Coverage at Work Sponsor; www.resolve.org/coverageatwork**

Dollar Value: \$10,000; Benefits Include:

- ✓ Listing and logo hyperlinked on Coverage at Work webpage
- ✓ Acknowledgement with logo on RESOLVE Training materials for Employee Advocates
- ✓ Acknowledgement as Sponsor in emails related to Coverage at Work program. Email audience varies depending on email content.

♥ **Coverage at Work Booster, www.resolve.org/coverageatwork (Clinics Only)**

Dollar Value: \$0; Benefits Include:

- ✓ Clinic commits to promoting Coverage at Work to their patients through point of service materials, clinic website and clinic social media
- ✓ RESOLVE to provide training to clinic staff on the program
- ✓ Listing of clinics on Coverage at Work Booster webpage
- ✓ Opportunity to use Coverage at Work Booster logo on clinic's website

♥ **Web Section Sponsor, www.resolve.org**

Dollar Value: \$5,000; Benefits Include:

- ✓ Hyperlinked logo on a group of web pages (in general 3-5 pages) with related content on resolve.org
- ✓ Up to 3 different sponsors per web section and sponsors listed alphabetically

♥ **DIY Walk of Hope – Virtual or In-Person**

Dollar Value: Varies based on location.

Ask us how to be connected to a volunteer DIY Walk Chair in your area to discuss options. Companies/Clinics who value local/regional exposure but do not have a DIY Walk of Hope in your area, are encouraged to talk to RESOLVE about how to host a DIY Walk in your community. DIY Walk Hosts are thanked via RESOLVE’s social media. In-person events must adhere to Covid-19 health guidelines.

♥ **Infertility, Adoption and Family Building Summit, Minnesota**

Dollar Value: \$3,500/\$2,000/\$1,500; Benefits Include:

Exploring Paths of Hope: Infertility, Adoption and Family Building Summit, Minnesota. The full-day Summit is the largest event of its kind in the country and features workshops on every aspect of infertility and adoption. Medical experts, attorneys, mental health professionals, adoption agencies, complementary medicine practitioners and individuals who have experienced infertility first-hand will provide the most up-to-date information available for women and men traveling the family building journey. Benefits are defined and vary depending upon financial investment.

♥ **Kitchen Table Conversations**

Dollar Value: \$2,500-\$10,000.

Kitchen Table Conversations are approachable recorded content with topics of interest for our community. Expert guests and patient voices are featured during the 20-30-minute moderated conversations. Conversations are pre-recorded then hosted on RESOLVE’s website and YouTube Channel and shared widely via RESOLVE email and social media platforms. RESOLVE approves the topics discussed.

Head of the Table: \$10,000 (total of 5 conversations during contract agreement). Benefits include:

- ✓ Top billing of sponsors
- ✓ Brand recognition on social media and emails marketing the “Conversation”
- ✓ Company mentions by RESOLVE during “Conversation” introduction
- ✓ Visual brand acknowledgement on “Conversation” webpage
- ✓ Opportunity to provide guest speaker for one “Conversation”

Be Our Guest: \$2,500 per “Conversation.” Two available per sponsor per 12-month period. Benefits include:

- ✓ Brand recognition on social media and marketing emails
- ✓ Guest Speaker Opportunity

♥ **NEW: Peer Led Support Group Program Sponsor**

Dollar Value: \$10,000; Benefits Include:

- ✓ Acknowledgement on Support Group directory webpage
- ✓ Acknowledgement on emails to registrants for Virtual Support Groups (12-15 a year)
- ✓ Acknowledgement in emails to Hosts (6 times per year)
- ✓ Acknowledgement on virtual support group registration page and reminder emails
- ✓ One logoed item sent to Hosts annually

♥ **NEW: Peer Led Support Group Host Sponsor**

Dollar Value: \$2,500

Support and educate our Volunteer Hosts across the country (approximately 200 people). Benefits Include:

- ✓ Acknowledgement in emails to Hosts (6 times per year)
- ✓ Acknowledgement in virtual support group registration page and reminder emails

♥ **NEW: Co-branded Emotional Support Resources (Clinics Only)**

Dollar Value: \$1,000

Opportunity to provide your patients with a co-branded webpage with free emotional support resources. RESOLVE will create the webpage with your clinic brand and provide a unique URL for the clinic to promote to your patients.

- ⊕ **Announcement on 2022 Night of Hope format, date, venue, and sponsorship opportunities will be made by Summer 2022.**