

## Partnership



RESOLVE is grateful for the committed support of our partners who share in our mission to ensure that anyone challenged in their family building journey reaches their resolution through being empowered by knowledge, supported by community, united by advocacy, and inspired to act. Opportunities are available at various levels based on your investment range.

An annual partnership with RESOLVE will not only complement your company's social responsibility to the cause but will directly support our ability to increase access to care to the millions who struggle to build a family as we remove the many barriers in their way. Custom partnerships are also available.



### 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
- Federal and/or state advocacy days
- Coverage at Work
- DIY Walks
- Kitchen Table Conversations
- Peer led support groups
- NEW: Social Media Partnership



### Interested in supporting Access to Care?

Consider supporting:

- Federal and/or state advocacy days
- Coverage at Work

## Interested in partnering?

RESOLVE has many partnership opportunities to choose from. Please choose from any of the following options to create your annual partnership.

Options on the following pages are also available as stand-alone sponsorships.



# National Infertility Awareness Week® 2023

Sponsorship Deadline: April 1, 2023

[www.infertilityawareness.org](http://www.infertilityawareness.org)

## Sponsor

**Dollar Value: \$10,000**

Benefits Include:

- Logo hyperlinked on official NIAW website, [infertilityawareness.org](http://infertilityawareness.org)
- Spotlight on Sponsor's commitment to RESOLVE and NIAW with logo and hyperlink on official NIAW "partner spotlight" section
- Acknowledgment as a Sponsor in one NIAW related press release (sent one month prior to NIAW)
- Acknowledgment as a Sponsor in NIAW related e-communications
- RESOLVE will share RESOLVE/Sponsor activities related to partnership on social media during the week

## Advocate (NEW)

**Dollar Value: \$5,000**

Benefits include:

- Corporate name hyperlinked on official NIAW website, [infertilityawareness.org](http://infertilityawareness.org)
- Acknowledgment as a Sponsor in NIAW related e-communications

## Supporter (NEW)

**Dollar Value: \$1,000**

Benefits include:

- Corporate name acknowledgment on official NIAW website, [infertilityawareness.org](http://infertilityawareness.org)



## Coverage at Work Sponsor

Dollar Value: \$10,000

[www.resolve.org/coverageatwork](http://www.resolve.org/coverageatwork)

Benefits Include:

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

## Presenting Sponsor (Exclusive Opportunity)

**Dollar Value: \$50,000**

Benefits Include:

- Corporate name and logo hyperlinked on official Advocacy Day webpage as the Presenting Sponsor
- Acknowledgment in recruitment and engagement emails for Advocacy Day
- Acknowledgment in Training Webinars for Advocacy Day
- Acknowledgment 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: \$15,000**

Benefits include:

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

## Supporter (NEW)

**Dollar Value: \$1,000**

Benefits include:

- Corporate name acknowledgment on official Advocacy Day webpage

## State Advocacy Day Sponsor

**Dollar Value: \$5,000 per State Advocacy Day**

Benefits include:

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

## 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. (Conversation topics must be finalized and recorded before June 30, 2023)

### **Head of the Table** (total of 5 conversations before June 30, 2023)

**Dollar Value: \$10,000**

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 acknowledgment on "Conversation" webpage
- Opportunity to provide guest speaker for one "Conversation"

### **Be Our Guest** (Two available per sponsor)

**Dollar Value: \$2,500 per "Conversation"**

Benefits include:

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

## Peer Led Support Groups

Dollar Value: \$2,500–\$10,000

### **Peer Led Support Group Program Sponsor**

**Dollar Value: \$10,000**

Benefits Include:

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

### **Peer Led Support Group Host Sponsor**

**Support and educate our Volunteer Hosts across the country (approximately 200 people)**

**Dollar Value: \$2,500**

Benefits include:

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

## **New: Social Media Partnership (6 sponsorships available)**

Dollar Value: \$25,000

RESOLVE's social media presence continues to grow and reach more people. Through this partnership, you will work with RESOLVE's social media team to create all the content listed below.

Please note these posts will not appear on RESOLVE's social media platforms in April 2023.

### **Sponsored Reel**

RESOLVE will produce a Reel on a non-promotional topic that is meaningful for our community and is on our content calendar. Sponsor will be recognized with their logo on the reel and tagged within the content.

### **IG Live**

RESOLVE will invite a representative from the sponsor to participate in an IG Live on a mutually agreed upon non-promotional topic.

### **1 Linkable Story- Reel**

RESOLVE will create or partner in the creation of an IG/Facebook story asset accompanied with a link to a non-promotional topic that both parties agree on.

### **Static Post/MP4**

RESOLVE will create or partner in the creation of a static post asset accompanied with a link to a non-promotional topic that both parties agree on.

### **LinkedIn Article- Q&A**

RESOLVE will create a LinkedIn article of a non-promotional topic that both parties agree on. The sponsor will be recognized in the article.

## **Web Section Sponsor**

Dollar Value: \$7,500

[www.resolve.org](http://www.resolve.org)

Benefits Include:

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

## **Upcoming Opportunities**

**Announcement on 2023 Night of Hope sponsorship opportunities will be made in the summer 2023.**



## 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.

### Additional Recognition

Annual Corporate Partners at the following levels will also receive additional recognition throughout the partnership year:

	Impact Partner (Custom) Starting at \$100,000+	Champion \$75,000– \$99,999	Advocate Partner \$50,000– \$74,999	Hope Partner \$25,000– \$49,999	Friend Partner \$10,000– \$24,999
Use of RESOLVE’s Proud Partner Logo	✓	✓	✓	✓	✓
Social Media thank you posts in a 12-month period	12	8	6	4	
Feature Partnership in RESOLVE email in a 12-month period	4	2			



*Interested in partnering?*

Please fill out this interest form and a member of the RESOLVE Team will be in touch with you within 2-3 business days.

<https://resolve.org/partner-interest> 