



## 2024 PARTNERSHIP OPPORTUNITIES

RESOLVE is grateful for the investment of our partners who share in our vision 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.

## RESOLVE'S REACH



### Email Audience

Our monthly eUpdate reaches 35,000 people who have told us they are currently trying to build their family.



### Website

RESOLVE.org receives on average 85,000 page views a month and more than half a million visitors a year



### Social Media

(Facebook, Instagram and LinkedIn, Twitter):

In 2022 RESOLVE's social media efforts had 1.8 million impressions through our organic (non-paid) posts.

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

# National Infertility Awareness Week® 2024

April 21 – 27, 2024

**Sponsorship Deadline: March 29, 2024**

[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

**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

**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.



# Federal Virtual Advocacy Day

May 14, 2024

[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
- 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

## 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

## 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 2024. **A la carte sponsorship options are also available** for Instagram only (\$15,000) or LinkedIn only (\$10,000)

### 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

## Peer Led Support Group Program Sponsor

Dollar Value: \$10,000

Benefits Include:

- Acknowledgement on Support Group directory webpage
- Acknowledgement in emails to Hosts (6 times per year)
- Acknowledgement on virtual support group registration page and reminder emails

**COMING SOON: PODCASTS**



## 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.

### 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	✓	✓	✓	✓	✓
Four Social Media "thank you posts" in a 12-month period	✓	✓	✓	✓	✓
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.