



## 2025 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

RESOLVE has more than 75,000 registered users who receive emails from us on a regular basis. From July 1, 2023 to June 30, 2024, RESOLVE has sent more than 225 emails.



### Website

RESOLVE.org receives an average of 80,000 page views a month and more than half a million visitors per year.



### Social Media

(Facebook, Instagram, LinkedIn, TikTok, YouTube and X):

From July 1, 2023 to June 30, 2024, RESOLVE's social media efforts had 2.4 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® 2025

April 20 – 26, 2025

**Sponsorship Deadline: March 31, 2025**

[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

Date TBD

[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](http://resolve.org)\*
- Advocate Swag Sponsor: Brand recognition on email to advocates with link to claim their special gift. Logo featured as top sponsor on official Advocacy Day t-shirt.

*\*Video and blog content are provided by the sponsor and approved by RESOLVE.*

*Message should not promote a product or service. RESOLVE staff is happy to work with sponsor prior to content creation.*

## 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 Sponsor: Logo featured as sponsor on official Advocacy Day t-shirt.

## 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 and acknowledgement 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

## Instagram Partnership Package

**Dollar Value: \$15,000**

RESOLVE's social media presence continues to grow and reach more people as our issues are currently part of the national conversation in government and media. 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 2025.

Benefits include:

- Instagram–Reach RESOLVE's 41,000+ followers with this partnership
- IG Live – RESOLVE will invite a representative from the sponsor to participate in an IG Live on a mutually agreed upon non-promotional topic that fits within RESOLVE's content strategy.
- IG Live Promotion: RESOLVE will promote IG Live in the following ways.
- 1 Linkable Story- Reel
- RESOLVE will create an IG story asset to promote the IG Live.
- Static Post/MP4
- RESOLVE will create a static post asset to promote the IG Live.
- Email- RESOLVE will mention IG Live in eUpdate reaching 15,000 subscribers
- Sponsored Reel- RESOLVE will produce a Reel based off the IG-Live recording on the same non-promotional topic that is meaningful for our community and fits within RESOLVE's content strategy. Sponsor will be recognized with their logo on the reel and tagged within the content.

## LinkedIn Article–Q&A Partnership Package

(reach nearly 6,000 LinkedIn followers through this content opportunity)

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

RESOLVE will create a LinkedIn article of a non-promotional topic that both parties agree on. The sponsor will be recognized in the article. To accommodate the LinkedIn process, RESOLVE's President/CEO will first post the article and then the official RESOLVE page will share it to its more than 5,000 followers.

Benefits include:

- The sponsor will be recognized in the LinkedIn Article
- The sponsor may utilize all asset files created for use on other social media platforms and their website
- The LinkedIn article will be mentioned and linked in one RESOLVE eUpdate that is sent to more than 15,000 subscribers
- RESOLVE will create one boosted post on LinkedIn for 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



## (In)Fertility Discourse Podcast Sponsor

**Dollar Value: \$35,000**

RESOLVE: The National Infertility Association is the oldest and largest non-profit patient advocacy organization in the U.S. focused on increasing access to all family building options through insurance coverage and policy changes as well as protecting fertility care like IVF from regulations and policies that threaten the availability and standard of care. Join RESOLVE leadership for an in-depth look at what it takes to pass pro-family legislation, how we protect IVF, and what we're up against to accomplish both.

Benefits Include:

- Exclusive Sponsorship of ten episodes throughout the year
- 10- second pre-roll company recognition
- Logo placement on the podcast website page, with a hyperlink to the sponsor's website
- Mentions in 10 social media posts related to sponsored episodes
- Host "thank you" at the end of the episode and URL mentioned for where listeners can learn more.

## (In)Fertility Discourse Advocate Sponsor

**Dollar Value: \$3,000 per episode**

Benefits Include:

- "Thank you" and company mention in podcast episode description
- "Thank you" sponsor message during episode. Thank You: recorded by RESOLVE will include your company name and direct people to the URL of your choice.

## RESOLVE Virtual Speaking Opportunity

Invite RESOLVE to speak at your next virtual employee/stakeholder meeting. Barb Collura, President/CEO of RESOLVE, or another RESOLVE subject matter expert, will participate, lead, answer questions or present on a topic that is related to RESOLVE's mission.

Benefits Include:

- Topical Presentation and/or Question and Answer: (30 Minutes or less) - \$1,500
- Panel Member and/or Presentation: (1 hour) - \$3,000
- For each additional ½ hour please add \$1,500 to above cost.

**PLEASE NOTE: If you would like someone in person, the cost of travel will be added.**



# 2025 Night of Hope Gala and Awards Ceremony

New York City, Venue & Date TBD

# Night of Hope

## Sponsorships and Tickets

### Presenting Sponsor \$100,000 – 1 available

- Name and logo recognition as the Presenting Sponsor of Night of Hope. Opportunity to use the RESOLVE proud partner logo in your communications. Your company logo will appear in additional visuals at the event where sponsors are mentioned, in Night of Hope related emails and social media from RESOLVE.
- Three reserved tables for (10) with front and center premium seating (total of 30 tickets)
- Acknowledgement from the stage during the program as Presenting Sponsor
- 1 minute video, produced by the sponsor, welcoming guest to the Night of Hope. Script for the video will be created by the sponsor and approved by RESOLVE.
- Logo recognition in Night of Hope related email marketing
- Full page ad on back cover of the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Hope Sponsor \$50,000 – 2 available

- Name and logo recognition as Hope Sponsor on Night of Hope sponsor webpage
- Two reserved tables for (10) with premium seating (total of 20 tickets)
- Opportunity to present a Hope award during the Awards Presentation
- Logo/brand visibility on attendee photo prints at event Photo Booth
- Company logo on orange carpet “step and repeat”
- Corporate name and logo on the email announcing the honorees
- Logo recognition in Night of Hope related email marketing
- Full page ad with premium page positioning in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Golden Sponsor \$35,000 – 3 available

- Name and logo recognition as Golden Sponsor on Night of Hope sponsor webpage
- One priority seating table for ten (total of 10 tickets)
- Opportunity to present a Hope Award during the Awards Presentation
- Corporate name and logo on the email announcing the honorees
- Logo recognition in Night of Hope related email marketing
- Full page ad with premium page positioning in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

# 2025 Night of Hope Gala and Awards Ceremony

New York City, Venue & Date TBD

# Night of Hope

## Sponsorships and Tickets

### Opening Reception Sponsor – \$30,000 – 1 available

- Name and logo recognition as Opening Reception Sponsor on Night of Hope sponsor webpage
- One priority seating table for ten (total of 10 tickets)
- Recognition on event signage and napkins at 60-minute reception
- Signature cocktail named after your company during reception
- Logo recognition above the bar during reception
- Full page ad with premium page positioning in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Table Centerpiece Sponsor \$20,000 – 1 available

- Name listed as Table Centerpiece Sponsor on Night of Hope sponsor webpage
- One Gala Half Table preferred seating reserved for five (total of five tickets)
- Logo on table centerpieces that attendees can take home
- Full Page ad in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Toast Sponsor \$20,000 – 1 available

- Opportunity to have company representative join RESOLVE on stage during a toast (NOTE: This is not a speaking opportunity but only intended for visibility)
- Name listed as Toast Sponsor on Night of Hope sponsor webpage
- One Gala Half Table preferred seating reserved for five (total of five tickets)
- Logo recognition on "Toast Sponsor" page in printed program
- Full Page ad in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Dessert Sponsor \$20,000 – 1 available

- Name listed as Dessert Sponsor on Night of Hope sponsor webpage
- One Gala Half Table preferred seating reserved for five (total of five tickets)
- Signage with logo on Dessert Platters
- Full page ad in printed Night of Hope Program
- Logo recognition in sponsor spotlight shown throughout the event

# 2025 Night of Hope Gala and Awards Ceremony

New York City, Venue & Date TBD

# Night of Hope

## Sponsorships and Tickets

### VIP Table Sponsor \$15,000

- Name listed as "VIP table sponsor" on Night of Hope sponsor webpage
- One priority seating table reserved for ten (total of 10 tickets)
- Chair Wrap printed with RESOLVE Logo and "VIP" on all 10 chairs
- Full page ad in printed Night of Hope Program
- Logo recognition in sponsor spotlight shown throughout the event

### Preferred Table Sponsor \$12,500

- Name listed as "Preferred Partner" table sponsor on Night of Hope sponsor webpage
- One preferred seating table reserved for ten (total of 10 tickets)
- Chair Wrap printed with RESOLVE Logo and "Preferred Partner" on all 10 chairs
- Half-page ad in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Table Sponsor \$10,000

- Name listed as a Table Sponsor on Night of Hope sponsor webpage
- One reserved table for ten (total of ten tickets)
- Half-page ad in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Mission Moment Decals \$5,000 each

- Name listed as Mission Moment on Night of Hope sponsor webpage
- Sponsor has logo on bottom of a Wall Cling celebrating RESOLVE's mission (1 logo per wall cling)
- Wall Clings will serve as a backdrop on the stage
- Logo recognition in sponsor spotlight shown throughout the event

### Gala Half Table Sponsor \$5,000

- Name listed as Gala Half Table Sponsor on Night of Hope sponsor webpage
- 5 reserved seats together at a table for ten (total of five tickets)
- Logo recognition in sponsor spotlight shown throughout the event.



# 2025 Night of Hope Gala and Awards Ceremony

New York City, Venue & Date TBD

# Night of Hope

## Sponsorships and Tickets

### Friend Sponsor \$2,500

- Name listed as Friend Sponsor on Night of Hope sponsor webpage
- Listing of Friend sponsors in the printed Night of Hope program
- Logo recognition in sponsor spotlight shown throughout the event

### Individual Tickets:

**Early Bird (by September 8, 2025):** \$750

**Regular:** \$850

**Full Page Ad:** \$2,000

**Half Page Ad:** \$1,000

**Premium** – Seating in front of the stage

**Priority** – Seating in the front center and center of the event

**Preferred** – Seating in the front middle of the event

## *Unable to fill your seat?*

Consider donating an unused seat back to RESOLVE to allow a support group host or support group member, an advocate, or a RESOLVE volunteer to attend this historic event. Companies who donate seats will be thanked in a listing in the printed Night of Hope program



## 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
Use of RESOLVE’s Proud Partner Logo	✓	✓	✓	✓
Four Social Media “thank you posts” in a 12-month period	✓	✓	✓	✓
Feature Partner in RESOLVE eUpdate (logo acknowledgement)	4	2	1	
RESOLVE will create and send an email to key audiences including stakeholders, volunteers and advocates that thank Impact Partners and include your logo, company description, and link to URL of your choice.	✓			



*Interested in partnering?*

Please contact Sophia Elias, Senior Manager of Corporate Engagement and Partnerships for more information: [sophia.elias@resolve.org](mailto:sophia.elias@resolve.org).