



Dear Corporate Sponsor,

On Sunday, October 2, 2022, the **Congenital Heart Defect Coalition** will be hosting its 15th annual CHD awareness walk at Overpeck County Park in Leonia, NJ. The **CHD Walk for Hope** is the only one of its kind in the state of New Jersey, attracting well over 1,700+ participants including families, doctors, nurses, and businesspeople from all over New York, New Jersey and Connecticut.

This is a unique opportunity for a limited number of corporate sponsors to be visibly and publicly associated with the CHD Coalition's mission to raise awareness, provide support to area families living with CHDs, and raise funds for life-saving research.

Our sponsors will receive continuous exposure within our national CHD Community and in all the promotional and engagement communications surrounding the awareness walk event, including:

- featured by name in press releases, newsletters, and social media
- event signage and public announcement to 1,700+ attendees
- logo placement on event communications including website, registration, emails, walk t-shirt, etc.

About Congenital Heart Defects (CHDs)

- ♥ CHDs are the #1 most common birth defect, yet the cause is still unknown.
- ♥ CHDs can vary from mild to severe and may require multiple open-heart surgeries.
- ♥ While surgery may repair the heart defect, the lifelong impact of CHDs has no cure.
- ♥ Funding research has improved medical care and treatment, which results in individuals with CHDs living a longer and healthier life.

The following page describes the three different sponsorship levels and provides the registration form. Becoming a sponsor is easy, and it is a great way to showcase your company or business by supporting such a worthwhile and prominent cause.

To ensure maximum exposure, please submit your sponsorship by **September 9, 2022**. Any sponsorship received after this date will not be included on the event t-shirt.

For more information, contact the CHD Coalition office at (973)850-6320 or at info@chdcoalition.org.

Thank you again for your time and consideration in sponsorship. Big hearts like yours help guarantee a better future for all those affected by a congenital heart defect.

Sincerely,

Mickey Wilder RN, BSN, CPN

Mickey Wilder RN, BSN, CPN
President



Sponsorship Levels (Circle One)

\$5,000 PLATINUM:

- ♥ Everything in the Gold level, plus... an additional banner placed at the starting line of the walk path
- ♥ A vendor table provided where you can solicit your company's products and services
- ♥ Banner displayed at two of our CHD Family social events occurring in the 2022/2023 year
- ♥ Extra-large logo on the CHD Walk for Hope t-shirt (approximately 4" in size)

\$2,500 GOLD:

- ♥ Everything in the Silver level, plus... banner placed at event check-in for all to see
- ♥ Company logo and website URL link added to the CHD Coalition website for a period of 12 months
- ♥ Sponsor acknowledgement and website URL posted on social media before & after the event
- ♥ Larger logo on the CHD Walk for Hope t-shirt

\$1,000 SILVER:

- ♥ Company logo and name to be displayed on a banner at the CHD Walk for Hope event
- ♥ Company logo included on the registration website
- ♥ Sponsor announcement and recognition at the CHD Walk for Hope
- ♥ Company logo included in the post-event newsletter
- ♥ Company logo included on the CHD Walk for Hope t-shirt (approximately 2" in size)

Name of Company: _____

Contact: _____ Phone: _____

Address: _____

City, State, Zip _____

Email: _____ Website: _____

Signature: _____ Date: _____

Return this form to the CHD Coalition by **September 9, 2022**

45 Carey Avenue, Suite 250 #1, Butler, NJ 07405
(973) 850-6320 / info@chdcoalition.org

You will be contacted to confirm the appearance and wording of your sponsorship presence.

Congenital Heart Defect Coalition is a recognized 501 c 3 organization – Tax ID# 27-4808551 – NJ Charities #238-5-39828

Partners United by





WHAT IS A CHD?

A congenital heart defect (CHD) is a condition present at birth that affects the structure of a baby's heart and the way it works. The severity can range from a small hole in the heart wall, to undeveloped chambers.

CHDs are the most common birth defect worldwide, affecting millions of individuals. In the United States, approximately 40,000 babies are born with a CHD each year.

Survival depends on the severity of the defect, when it is diagnosed, and how it is treated.

While it may be possible to surgically repair the heart defect, **the chronic disease associated with the condition cannot be cured.** Individuals suffering from a CHD often have a lifelong risk of other medical, cognitive, and developmental complications.

25% of babies born with a CHD require heart surgery or other interventions in the first year of life to survive.

69% of children with a critical CHD are expected to survive until 18 years of age. This number continues to improve due to the funding and advancement of medical research.

WHO IS THE CHD COALITION?

The Congenital Heart Defect Coalition is a volunteer-based non-profit organization devoted to improving the quality of life for children and adults affected by a CHD. For over 10 years, the CHD Coalition has positively impacted the lives of families throughout New Jersey, New York, and Pennsylvania.



Our mission spans three pillars: unite and support the CHD Community, increase public awareness, and advance medical research.



We connect CHD survivors and families, forging connections built on hope. Our outreach starts in the hospital when families feel most overwhelmed and alone, and it continues upon their return home. By forming a community united by a common cause, we support and celebrate each other every step along the journey with CHDs.



We raise national public awareness, so more Americans recognize the impact of CHDs, and affected families will be able to make more informed decisions. Our largest event, the CHD Walk for Hope, rallies nearly 2,000 people each year to drive awareness and fund research.



We fund innovative research studies from progressive hospitals throughout the United States. As a result of new medical technologies and improved treatments derived from this research, individuals with congenital heart defects are living longer and healthier lives.



EXPENSE ALLOCATION

We fully believe in financial transparency to ensure our donors that funds are being used in the most effective manner. The following chart depicts our average annual expense allocation and how it aligns to our guiding mission.



RESEARCH

Research is critically important to the health and survival of individuals with a CHD. Over \$1 million in grants have been awarded to leading research institutions. 20 hospitals from across the United States participate in the CHD Coalition research program, and the list continues to grow each year.

55%



COMMUNITY

Our investment in the CHD Community includes hospital outreach programs, family support events, and scholarships.

- **Hospital outreach:** Over 500 CHD “Heart Tote” care packages are delivered each year to the eight children’s surgical hospitals in northern New Jersey and NYC. These Heart Totes contain numerous items designed to ease a family’s hospital stay, as well as informational resources to help guide families during this traumatic time. Most importantly, they deliver the message that the family is not alone and that there is hope.
- **Community outreach:** The CHD Coalition hosts numerous social events free for families. These events allow parents to receive peer support in a relaxing environment while their children play and interact with other CHD survivors.
- **Scholarships:** Scholarships are awarded each year to CHD survivors graduating high school, who are continuing their education.

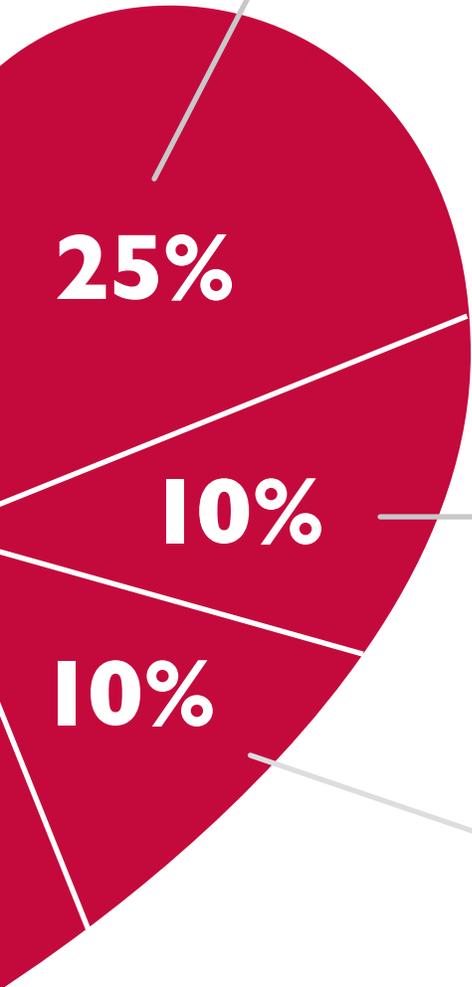


AWARENESS

Education and marketing expenses associated with the promotion of CHD awareness to the broader public.

ADMINISTRATIVE

The CHD Coalition is entirely operated and led by volunteers. There are no salaried employees, which ensures that administrative expenses are kept as low as possible.





HOW YOU CAN MAKE A DIFFERENCE



We truly believe that our corporate sponsors and foundations share our passion to make a significant impact in the lives of children and young adults. The generous donations from our benefactors enable the CHD Coalition to reach more families, service more hospitals, and transform the future of those affected by congenital heart defects.

Through their association with the CHD Coalition, our corporate sponsors build an emotional bond between their brand and our community.

Sponsorship gains valuable exposure to like-minded businesses, medical professionals, and thousands of grateful families in our local communities. The CHD Coalition has a huge presence within the NJ/NY/CT-Tri-state area, and we continue to make inroads into other parts of the country. In the non-profit space, ours is a premier brand that drives individuals from across the United States to our significant online presence.

WAYS TO SHOWCASE **YOUR SPONSORSHIP**

Our corporate sponsors have a unique opportunity: partner with the CHD Coalition to jointly develop innovative ways to showcase your brand and achieve the maximum value for your investment. Through a customized sponsorship program, we will collaborate to effectively market your business products and services to the local CHD communities.



Sponsorship opportunities include:

- Receive unique recognition at our annual CHD Walk for Hope, which attracts nearly 2,000 participants and numerous healthcare institutions.
- Operate a vendor table to showcase your products and services at our public events.
- Become an exclusive sponsor at a community outreach event and gain exposure to local families.
- Include company brochures and information in our Heart Totes, which are delivered to multiple hospitals throughout the year.
- Reach a vast online community through our social media platforms.
- Advance medical research with a foundation grant or corporate endowment.

CONTACT

To begin your personalized sponsorship experience and investigate upcoming opportunities, send a request to sponsorship@chdcoalition.org



For more information, visit us at
chdcoalition.org

You can also contact the National Office at:
Congenital Heart Defect Coalition
45 Carey Avenue, Suite 250 #1
Butler, NJ 07405
Phone: (973) 850-6320
Email: info@chdcoalition.org

