

One evening. Our community. Lasting impact.

The 2023 Benefit for Babies will be an opportunity for us come together to support the vital work of JPMA Cares in our nation's capital. Companies and individuals are invited to join JPMA Cares as we celebrate and give back together, providing a unique opportunity to connect with new and existing business.







JPMA Cares 856-380-6896 jpmacares@jpmacares.org



## Who We Are

JPMA Cares contributes to the long-term success of babies and young children by reducing barriers to healthy development, ensuring fundamental needs are met, and promoting a safe and nurturing environment for them to learn and grow. JPMA Cares is a 501(c)(3) charitable organization, founded by JPMA and supported by the broader baby and children's products industry.

#### How do we do that?

- Partnering with and amplifying the missions of national and international organizations that work to improve long-term outcomes for babies and young children.
- Engaging JPMA members and other industry stakeholders in the form of time, talent, and treasure, to actively participate in causes and initiatives that provide products and education in a meaningful way. In 2022, JPMA Cares coordinated the donation of 22,332 products, valued at over \$360,000.
- Providing small grants and service opportunities to break down barriers to successful outcomes and ensure fundamental needs are met. Our grant program was launched in January 2023.



### 2022 Benefit for Babies

JPMA Cares hosted the 2022 Benefit for Babies in New York City. Over 90 attendees participated in a silent auction, celebrated the 2022 JPMA Innovation Awards winners, Core Values honorees, and Impact Award winner, and engaged in friendly ping pong competition. The foundation raised over \$65,000 in gross revenue.



JPMA Cares is such a special initiative because it helps one of the world's most vulnerable populations: babies.

- JENNIFER MITCHELL, JPMA CARES CHAIR



# partnership opportunities



All sponsors for the 2023 Benefit for Babies receive:

- Company logo included in promotional emails and linked to company website
- Listing on www.jpma.org/jpmacares and www.jpmacares.org and linked to company website
- Acknowledgement during event
- Company logo included in social media posts and linked to company website and/or social media handles

Contact jpmacares@jpmacares.org to secure your general sponsorship, which covers all of the above, for \$2,500.

Go Above and Beyond! Sponsor one of these exclusive brand activations designed to engage with your audience or build your own custom package.

EXPERIENTIAL BRAND ACTIVATION	COST	AUDIENCE	PACKAGE INCLUSIONS
Presenting Event Sponsor This package has a high level of engagement as attendees will interact with your brand name and logo before, after, and throughout the entire event.	SOLD	All Attendees & Media	<ul> <li>Exclusive custom package</li> <li>5 complimentary event tickets</li> </ul>
Impact Award Sponsor Reach a wide range of media outlets as the sponsor of the JPMA Cares Impact Award.	\$7,500	All Attendees & Media	<ul> <li>Introduction of the Impact Award winner</li> <li>Branding across all press related to Impact Award</li> <li>2 complimentary event tickets</li> </ul>
<b>Auction Platform Sponsor</b> Access a large group of JPMA Cares supporters participating in the online silent auction.	\$7,500	All Auction Participants	<ul> <li>Branding across Auction Platform</li> <li>One branded showcase item</li> <li>2 complimentary event tickets</li> </ul>
<b>Signature Cocktail Sponsor</b> Get the party started with your brand's signature cocktail for all attendees.	SOLD	All Attendees	Branding on signature cocktail name     1 complimentary event ticket
Entertainment Sponsor Establish yourself as the face of fun as attendees enjoy the entertainment portion of the event.	SOLD	All Attendees	<ul> <li>Branding on event activation</li> <li>1 complimentary event ticket</li> </ul>
Auction Item Donation *please no alcohol		All Auction Participants	Acknowledgement as sponsor in item description



## 2023 Sponsorship Reservation Request

Desired Sponsorship Package(s)			
Company Name			
Contact Name & Title			
Mailing Address	Cit	y, State, Zip	
Contact Phone/Cell	E-	mail	
Are you a JPMA Member?	☐ Yes	□ No	☐ Unsure
The undersigned hereby certifies th company, that the information proving Regulations and General Information Application and Agreement is not be	vided is true and that on provided herein, w	he/she had read, understands which by this reference is incorp	and agrees to the JPMA Rules and
Please sign and date this form	n and return via	email to jpmacares@jpm	acares.org
Authorized Signature		Date	
Print Name		Title	