2026

ICU baby®

Helping. Caring. Supporting NICU Families.

SPONSORSHIP PACKAGE

Little Miracles Luncheon

OCTOBER 2, 2026

RUSTY PELICAN MIAMI

JOIN US

FOR OUR FUNDRAISING EVENTS

Partner with us as a sponsor for one of our events or become a Signature Sponsor to sponsor all three.

HOPE PARADE

NOVEMBER 8, 2026

ZOO MIAMI

Celebration of Miracles Gala

MARCH 6, 2027

LOEWS CORAL GABLES HOTEL

ABOUT ICU BABY

ICU baby is a Miami-based, nonprofit organization that is dedicated to the support of families with a premature or critically ill baby in our community's Neonatal Intensive Care Units (NICU), currently supporting nearly 1,000 families across South Florida each year.

Founded in 2014, ICU baby unites NICU families and provides emotional, financial and informational support so that babies and families can thrive together.

Our Local Partnering Hospitals

HCA Florida Healthcare

UHealth Jackson Children's Care

Nicklaus Children's Hospital
Where Your Child Matters Most

Mount Sinai Medical Center

South Miami Hospital
Baptist Health South Florida
Center for Women & Infants

YOUR REACH

WHY SUPPORT OUR FUNDRAISING EVENTS

1

Build Community Goodwill

NICU families deeply appreciate seeing the organizations and individuals who stand behind the mission. Your support demonstrates genuine community commitment.

2

Expand Your Network

Nearly 2,000 people attend our fundraising events each year, including business leaders, healthcare professionals, and local officials. Sponsoring gives you direct access to this influential audience.

3

Increase Brand Visibility

We strategically promote our sponsors before, during, and after each event to ensure a strong return on your investment and meaningful exposure for your brand.

4

Keep Your Brand Top-of-Mind

Share a product, sample, or promotional item with our guests to extend your brand presence long after the event concludes.

5

Leverage Our Reach

With an engaged audience of nearly 12,000 across our social media platforms and email list, we're pleased to feature and highlight our sponsors across all communication channels.

Little Miracles Luncheon

Little Miracles Luncheon

OCTOBER 2, 2026

RUSTY PELICAN MIAMI

Our Little Miracles Luncheon gathers the community to celebrate those families ICU baby has supported during their NICU journey and to raise money to help future NICU families. Guests are treated to a welcome reception with live music and a seated three course meal. The highlight of the afternoon is the celebrated Runway of Hope, showcasing the stories of NICU grads and their families.

2025

Sold Out at 300 Attendees

SPONSOR BENEFITS
LITTLE MIRACLES LUNCHEON

	Title Presenting	Platinum	Gold	Silver
	$15,000	$10,000	$7,500	$5,000
Before Event				
Company Name in Event Logo	✓			
Feature on Ticket Sale Platform	✓	✓	✓	✓
Recognition in Event Promotion	Presenting Sponsor	Premiere Placement	Preferred Placement	Included in Event Communications
Team-Building Volunteer Opportunity	✓	✓	✓	
Info Session for ICU baby's Staff, Board & Mentors	✓	✓		
During Event				
Table Seating for:	20 Guests	16 Guests	10 Guests	8 Guests
Table Placement	Premier	VIP	Preferred	Preferred
Event Brochure Acknowledgement	Two Pages	Full Page	Half Page	
Name in Event Video	✓			
Speaking Opportunity at Event*	✓			
Name on Step & Repeat & Podium Signage	✓			
Honored on Stage as Presenting Sponsor	✓			
Honored During Event	✓	✓	✓	✓
Special Gift for All Table Guests	✓	✓	✓	
After Event				
Annual Impact Report Feature	✓			
Newsletter & Website Feature	✓	✓	✓	✓
Social Media Feature	✓	✓	✓	✓
Additional Benefits				
Invite to Supporter Appreciation Cocktail	✓	✓	✓	✓

*Speaking script is timed and subject to approval

HOPE PARADE

HOPE PARADE

NOVEMBER 8, 2026

ZOO MIAMI

Our Hope Parade is a family-friendly walk, fundraiser and community unifying event with activities for all ages. The morning includes a special presentation that celebrates NICU grads and remembers those babies that died too soon. NICU families unite with their baby's healthcare team, ICU baby Parent Mentors, local leaders and the broader South Florida community of NICU families. The highlight of the morning is to walk through Zoo Miami and experience the celebrated Hallway of Hope. This pathway features 100 NICU grads with pictures of them in the NICU and now, showcasing just how far they have come since being in the hospital.

2025

1,100+ Attendees

ICU baby's Past Hope Parades Have Featured:

Miami HEAT Dancers

HEAT Mascot, Burnie

Panthers Mascot, Viktor

Two Walk Paths

Dance Performances

Bereavement Ceremony

Hallway of Hope

NICU Doctors & Nurses

Magic Show

Zoologist Ron Magill

Kid Zone

School Teams

Prizes

Costume Contests

& More Fun!

SPONSOR BENEFITS
HOPE PARADE

	Title Presenting SOLD	Gold	Silver	Bronze
	$15,000	$7,500	$5,000	$2,500
Before Event				
Company Name in Event Logo	✓			
Instagram "Takeover" Week of Walk	✓	✓		
Recognition in Event Promotion	Presenting Sponsor	Premiere Placement	Preferred Placement	Included in Event Communications
Sponsored Experience Advertised in Promotion of Walk (see pg. 12 to select)			✓	✓
Feature on Ticket Sale Platform	✓	✓	✓	✓
Branded Photo Booth	✓			
Info Session for ICU baby's Staff, Board & Mentors	✓			
Day of Event				
Complimentary Walk Registrations	25 Tickets	20 Tickets	15 Tickets	10 Tickets
Prominently Featured Promo Wall	✓			
Speaking Opportunity at Event*	✓	✓		
Company Representative to Present Awards	✓	✓		
Signage at Start Line	✓	✓		
Logo on Finishers Medal	✓			
Logo on Walk T-shirts	✓	✓	✓	✓
Branding on Hope Parade Activation - see next page			✓	✓
Tent Inside Walk Village with Table and Chairs			✓	✓
After Event				
Annual Impact Report Feature	✓	✓	✓	✓
Newsletter & Website Feature	✓	✓	✓	✓
Social Media Features	✓	✓	✓	✓
Additional Benefits				
Invite to Supporter Appreciation Cocktail	✓	✓	✓	✓

*Speaking script is timed and subject to approval

HOPE PARADE ACTIVATIONS

Please select a sponsorship level on the previous page and choose which area of the event you would like your sponsorship highlighted. Opportunities are available on a first-come, first-serve basis.

$5,000

HALLWAY OF HOPE	A pathway lined with photo signs, featuring each child's journey, from their early days in the NICU to who they are today.
KID ZONE	An area within the Walk Village offering face painting, sticker tattoos, crafts, and games.
WATER STATIONS	Refreshment stops placed along the walk pathway where participants can pause for water on the route.
COFFEE BAR	A coffee station staffed with baristas inside the Walk Village, providing parents with an energizing start to the morning.
SCHOOL TENTS	Branded tent spaces with snacks and gathering areas for high-school teams from across the community.
SCAVENGER HUNT	A fun, kid-friendly search throughout the walk route where children follow clues and earn a prize upon completion.

$2,500

BEREAVEMENT CEREMONY	A meaningful pause in the morning program to honor families whose babies passed away in the NICU.
BUBBLE BLAST	A finish-line experience filled with cheering and bubbles, featuring bubble machines and handheld bubbles.
AWARD CEREMONY	A celebratory presentation recognizing the top-performing teams with trophies and acknowledgments.
ENTERTAINMENT	Interactive performances including a live magic show and onstage activities to kick off the morning's festivities.

Celebration of Miracles Gala

Celebration of Miracles Gala

SATURDAY, MARCH 6, 2027

7:00 PM

LOEWS CORAL GABLES HOTEL

Our Celebration of Miracles Gala is our signature fundraising event, bringing together our most philanthropic community members to raise funds to support families throughout their baby's NICU journey. The evening features a cocktail reception, an elegant three-course dinner, live and silent auctions, and captivating entertainment, creating an unforgettable experience for our guests. With beautiful décor, inspiring stories, and meaningful connections, the Gala blends sophistication with purpose. Amid the celebration, the evening remains focused on what matters most: honoring the strength of NICU families and advancing ICU baby's mission to ensure no family experiences the NICU alone.

2026

Sold Out at 400 Guests

SPONSOR BENEFITS
CELEBRATION OF MIRACLES GALA

	Title Presenting	Diamond	Gold	Silver
	$25,000	$12,500	$7,500	$5,000
Before Event				
Recognition in Event Promotion	Presenting Sponsor	Premiere Placement	Priority Placement	Included in Event Communications
Company Name in Event Logo	✓			
Feature on Ticket Sale Platform	✓	✓	✓	✓
Team-Building Volunteer Opportunity	✓	✓	✓	
Info Session for ICU baby's Staff, Board & Mentors	✓	✓		
During Event				
Table Seating for:	20 Guests	16 Guests	10 Guests	10 Guests
Table Placement	Premier	VIP	Preferred	
Event Brochure Acknowledgement	Two Pages	Full Page	Half Page	One Fourth Page
Name in Event Video	✓			
Speaking Opportunity at Event*	✓			
Honored on Stage as Presenting Sponsor	✓			
Honored During Event	✓	✓	✓	✓
Name on Step & Repeat	✓			
Curated Gift Box	✓	✓		
Complimentary Guest Room at Loews Night of Event	✓			
Complimentary Valet Parking	✓	✓	✓	
Champagne Toast Served Tableside	✓	✓		
Designated Cocktail Server Tableside	✓	✓		
Signature Dessert for Table	✓			
After Event				
Annual Impact Report Feature	✓	✓	✓	✓
Newsletter & Website Feature	✓	✓	✓	✓
Social Media Feature	✓	✓	✓	✓
Additional Benefits				
Invite to Supporter Appreciation Cocktail	✓	✓	✓	✓

*Speaking script is timed and subject to approval

UNDERWRITING OPPORTUNITIES
CELEBRATION OF MIRACLES GALA

Cover the costs of highlights of the night by becoming an underwriting sponsor.

• DJ	$2,500
• Farewell Gift	$2,500
• Photo Opportunity	$2,500
• Reception Champagne Presentation	$1,500
• Signature Coffee Cart	$1,500

In return for underwriting these event costs, you will receive:

- Branded signs on the event activation sponsored
- Name/logo & link on all event print and digital marketing materials, including the ICU baby program video and social media communications
- Invite to Supporter Appreciation Cocktail

*Event tickets must be purchased separately

BECOME AN ICU BABY SIGNATURE SPONSOR

by partnering with us for all three events as a Title Presenting Signature Sponsor or as a Signature Sponsor at any of the following listed monetary levels.

EXCLUSIVE BENEFITS FOR SPONSORING ALL THREE EVENTS

TITLE PRESENTING SIGNATURE SPONSOR

INVITING YOU TO BE THE TITLE PRESENTING SPONSOR AT ONE OF OUR THREE FUNDRAISING EVENTS AND A SILVER SPONSOR AT THE OTHER TWO

TITLE PRESENTING
SIGNATURE SPONSOR PACKAGES

$30,000

TITLE SPONSOR OF CELEBRATION OF MIRACLES

SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON

SILVER SPONSOR OF HOPE PARADE

SOLD

$20,000

TITLE SPONSOR OF LITTLE MIRACLES LUNCHEON

SILVER SPONSOR OF CELEBRATION OF MIRACLES

SILVER SPONSOR OF HOPE PARADE

SOLD

$17,000

TITLE SPONSOR OF HOPE PARADE

SILVER SPONSOR OF CELEBRATION OF MIRACLES

SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON

Cost savings of $5,000 for sponsoring all three events. Additional exclusive benefits for Signature Sponsors listed on page 22. Please refer to Sponsor Benefits Chart for each event for a full explanation of benefits or click here for an abbreviated side-by-side comparison.

SIGNATURE SPONSOR

INVITING YOU TO HAVE A PRESENCE AND PLAY A CRITICAL ROLE AT ALL THREE OF OUR FUNDRAISING EVENTS

SIGNATURE SPONSOR PACKAGES

$15,000

GOLD SPONSOR OF CELEBRATION OF MIRACLES

SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON

SILVER SPONSOR OF HOPE PARADE

$10,000

SILVER SPONSOR OF CELEBRATION OF MIRACLES

SILVER SPONSOR OF LITTLE MIRACLES LUNCHEON

BRONZE SPONSOR OF HOPE PARADE

$7,500

SILVER SPONSOR OF CELEBRATION OF MIRACLES

BRONZE SPONSOR OF LITTLE MIRACLES LUNCHEON

BRONZE SPONSOR OF HOPE PARADE

BRONZE LEVEL SPONSORSHIP FOR LITTLE MIRACLES LUNCHEON ONLY AVAILABLE WITH SIGNATURE SPONSOR PACKAGE

Cost savings of $2,500 for sponsoring all three events. Additional exclusive benefits for Signature Sponsors listed on page 22. Please refer to Sponsor Benefits Chart for each event for a full explanation of benefits or click here for an abbreviated side-by-side comparison.

EXCLUSIVE BENEFITS FOR SIGNATURE SPONSORS

YOU WILL RECEIVE EXCLUSIVE BENEFITS FOR BECOMING A SIGNATURE SPONSOR, SUPPORTING ALL THREE EVENTS

SIGNATURE SPONSOR
EXCLUSIVE BENEFITS

1. Invitation to ICU baby's exclusive (by invitation only) Supporter Appreciation Cocktail Party.
2. Plaque presentation at ICU baby's Supporter Appreciation Cocktail Party.
3. Invitation to ICU baby's Signature Sponsor dinner party.
4. Opportunity to issue a co-branded press release.
5. Cost savings by becoming a Title Presenting (save $5,000) or Signature Sponsor (save $2,500) and supporting all three fundraising events.

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THANK YOU FOR PARTNERING WITH US

CONTACT ELIZABETH SIMONTON, JD - ELIZABETH@ICUBABY.ORG - FOR MORE DETAILS