

2026



ICU baby[®]
Helping. Caring. Supporting NICU Families.

SPONSORSHIP PACKAGE



Little Miracles Luncheon

OCTOBER 2026

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

APRIL 18, 2026

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 600 NICU beds in over a dozen hospitals in Florida.

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



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 2026

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

H O P E P A R A D E

A large graphic where the letter 'O' in 'HOPE' is replaced by a white heart shape. Inside the heart, there is a silhouette of a woman's profile on the left, looking down at a baby on the right. The heart is formed by two curved lines that meet at the top and bottom.



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
	\$12,000	\$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

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, APRIL 18, 2026

7:00 PM

LOEWS CORAL GABLES HOTEL

Our Celebration of Miracles Gala is our signature fundraising event, uniting our community's most philanthropic supporters to raise funds for NICU families. The evening features a cocktail welcome, a three-course dinner, live and silent auctions, and special entertainment. This year's theme — Old Hollywood Glamour — invites guests to step into the elegance of the 1940s and 1950s. With red-carpet moments, vintage-inspired décor, and classic silver-screen charm, the Gala blends high style with heartfelt purpose. Amid the glitz, the night remains focused on what matters most: celebrating the strength of NICU families and supporting the mission of ICU baby.

2025

**Sold Out at
400 Guests**



SPONSOR BENEFITS

CELEBRATION OF MIRACLES GALA

	Title Presenting SOLD	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
 To enjoy the full benefits, sponsorship must be confirmed by March 6, 2026.

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**

\$20,000

- TITLE SPONSOR OF LITTLE MIRACLES LUNCHEON**
- SILVER SPONSOR OF CELEBRATION OF MIRACLES**
- SILVER SPONSOR OF HOPE PARADE**



\$15,000

- 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 in June 2026.

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.



ICU baby
Helping. Caring. Supporting NICU Families.®

**THANK YOU
FOR PARTNERING
WITH US**

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