



# SPONSORSHIP OPPORTUNITY

The NILMDTS Remembrance Walk is for parents, family members, and friends to come together to remember a precious baby who has died due to miscarriage, stillbirth, SIDS, neonatal or any type of infant loss.







# ABOUT THE WALK

## *Locations*

**Spring Virtual Walk**  
International Bereaved Mother's Day  
May 7, 2023

**Columbus, OH**  
June 24, 2023

**Maple Grove, MN**  
September 9, 2023

**Lakewood, CO**  
September 23, 2023

**Lorton, VA**  
October 7, 2023

**Fall Virtual Walk**  
International Wave of Light  
October 15, 2023

The NILMDTS Remembrance Walk is for parents, family members, and friends to come together to remember a precious baby who has died due to miscarriage, stillbirth, SIDS, neonatal, or any type of pregnancy or infant loss.

The Walk began in 2004 in Littleton, CO by another organization called Walk to Remember (WTR). In 2014 WTR joined the NILMDTS family and since that time, NILMDTS has been coordinating the event.

In 2015, NILMDTS added a Virtual Walk; in 2016 we added Walks in Minnesota and Georgia; in 2017 we expanded to Florida and Ohio; in 2018 we expanded to Texas; and in 2019 we expanded to Virginia.

During the remembrance event, each baby is honored when their name is read aloud. The program also includes readings, music, and speakers to honor your baby. Following the program, participants journey together for a reflective walk.



## *Our Story*

Maddux Achilles Haggard was born on February 4, 2005, with a condition called myotubular myopathy, which prevented him from breathing, swallowing, or moving on his own. The following six days, his parents Mike and Cheryl Haggard sat by his side with questions that had no answers.

Cheryl tried to create memories of their time together using her own camera. In reviewing the pictures she captured, Cheryl said, "I saw our tear stained cheeks, our red swollen eyes, or forced smiles, and the fear in our faces as we looked into the camera."

On the sixth day of Maddux's young life, his parents made the excruciating decision to remove him from life support. Before they removed life support, Cheryl knew she wanted professional images of Maddux that she could hang on her wall alongside the portraits of her other children.

"Maddux deserved that space on our wall. I could not comfortably hang the pictures I had taken. The color images bring back the reality of that day. I wanted heirloom portraits as a way to remember and honor our son," said Cheryl.

It was then, Mike called photographer Sandy Puc' to take black and white portraits of them cradling their son.

Cheryl said, "That night was the worst night of my life, but when I look at the images, I am not reminded of my worst night. I'm reminded of the beauty and blessing he brought."

Those tender photographs documenting Maddux's eternal connection with his parents inspired Cheryl Haggard and Sandy Puc' to create Now I Lay Me Down to Sleep in 2005 as a nonprofit organization. NILMDTS exists to give bereaved families the gift of professional heirloom portraits to bring healing and comfort.





# ABOUT US



## *Our Mission*

To provide the gift of remembrance portraits to parents experiencing the death of a baby.

## *Our Work*





NILMDTS offers the gift of healing, hope, and honor to parents experiencing the death of a baby through the overwhelming power of remembrance portraits. Professional-level photographers volunteer their time to capture the only moments parents spend with their babies and gift the beautiful portraits free of charge. These priceless images serve as an important step in the healing recovery for bereaved families. NILMDTS remembrance photography validates the existence and presence of these precious babies by honoring their legacy.

NILMDTS recruits, trains, and mobilizes professional quality photographers around the world. Through the NILMDTS Medical Affiliate Program, medical providers are given a meaningful option to be trained in providing remembrance portraiture for bereaved families.

Through further engagement in the organization, such as the NILMDTS Remembrance Walk and online support, families become a part of a compassionate and supportive community. Parents gain a sense of inclusiveness, alleviating the alienation and perception of being alone in their pregnancy or infant loss journey.



# OUR REACH

-  More than 70,000 babies have been photographed since 2005.
-  More than 25,000 participants at all walk locations since 2014.
-  More than one million people each year actively engage on the NILMDTS website.
-  A reach of one million on all social media channels including more than 400,000 followers on Facebook and 20,000 on Instagram.
-  More than 40,000 individuals subscribe to receiving email from NILMDTS.
-  NILMDTS is regularly featured in hundreds of national and/or local media.

## NILMDTS has been Featured

### Our Families are Saying...

"A big, big thank you to all who keep this group going. It has great need so that people like you are able to be of help when it is needed."

"I look at the photos of our daughter everyday and everyday I am thankful for the work NILMDTS did for us. The work is absolutely priceless to us."

"I thank any business who helps out the funding of Now I Lay Me Down to Sleep! I am so grateful for the only pictures I have of my Emiliana."



# SPONSORSHIP LEVELS

The following are sponsorship levels for each Remembrance Walk.

Please contact NILMDTS for opportunities to sponsor multiple Walks.

## Presenting Sponsor \$5,000

As the Presenting Sponsor, your company will be recognized in all aspects of the Walk. Verbiage will be: Now I Lay Me Down to Sleep Remembrance Walk presented by your company.

- Sponsor name is part of the event title.
- Logo recognition as the Presenting Sponsor in publicity, mailer, event visuals /collateral, and verbal recognition at event.
- Logo and website links on the NILMDTS website and inclusion on social media.
- 10 complimentary Walk registrations.
- For medical facilities - 25 complimentary Medical Affiliate Program registrations.
- Opportunity for sponsor to provide up to 5 items for Remembrance Walk Keepsake Bag distributed to all participants.
- Exhibit space in a prime location at the Walk.
- Full-page color advertisement displayed in the program book.
- Opportunity to create a video promoting your support of the Walk that will be shared through NILMDTS and through your avenues if you choose.
- Remembrance Sign in memory of a baby(ies) (if applicable).

## Journey Sponsor \$2,500

As the Journey Sponsor for the Remembrance Walk, you become part of a family's healing journey. Your logo will be included on the Remembrance Keepsake Bag that is given out to all of the participants at the Walk. All of the items they receive as part of the Walk are contained in this re-usable bag; giving your brand an extended and wider reach.

- Sponsor logo printed on the Remembrance Keepsake Bag.
- Banner with your logo and/or business name displayed as part of the Registration area.
- Logo recognition on event visuals /collateral, and verbal recognition at event.
- Logo and website links on the NILMDTS website and inclusion on social media.
- 5 complimentary Walk registrations.
- For medical facilities - 20 complimentary Medical Affiliate Program registrations.
- Opportunity for sponsor to provide up to 3 items for Remembrance Walk Keepsake Bag distributed to all participants.
- Exhibit space at the event or a sponsor provided banner.
- Full-page advertisement displayed in the program book.
- Opportunity to create a video promoting your support of the Walk that will be shared through NILMDTS and through your avenues if you choose.
- Remembrance Sign in memory of a baby(ies) (if applicable).



# SPONSORSHIP LEVELS

## Honor Sponsor \$1,000

One of the most memorable parts of the Walk is the Remembrance Activities area. This is a place for participants to do a number of meaningful activities to remember and honor their baby as well as to share their baby with others.

- Banner with your logo and/or business name displayed as part of the Remembrance Activities.
- Logo recognition on event visuals /collateral, and verbal recognition at event.
- Logo and website links on the NILMDTS website and inclusion on social media.
- 3 complimentary Walk Registrations.
- For medical facilities - 15 complimentary Medical Affiliate Program registrations.
- Opportunity for sponsor to provide an item in the Remembrance Walk Keepsake Bag distributed to all participants.
- Exhibit space at the event or a sponsor provided banner.
- Half-page advertisement displayed in the program book .
- Logo included on the Remembrance Activities page of the program book.
- Remembrance Sign in memory of a baby(ies) (if applicable).

## Healing Sponsor \$1000

As part of the Walk, we introduce participants to other support resources to help them on their healing journey at the Resource and Support Hub. These support resources are typically other nonprofits serving the pregnancy and infant loss community.

- Banner with your logo and/or business name displayed as part of the Support and Resource Hub.
- Logo recognition on event visuals /collateral, and verbal recognition at the event.
- Logo and website links on the NILMDTS website and inclusion on social media.
- 3 complimentary Walk registrations.
- For medical facilities - 10 complimentary Medical Affiliate Program registrations.
- Opportunity for sponsor to provide an item in the Remembrance Walk Keepsake Bag distributed to all participants.
- Exhibit space at the event or a sponsor provided banner.
- Half-page advertisement displayed in the program book .
- Logo displayed on the Support and Resource Hub page of the program book.
- Remembrance Sign in memory of a baby(ies) (if applicable).

## Hope Sponsor - \$500

- Logo recognition on event visuals /collateral, and verbal recognition at the event.
- Logo and website links on the NILMDTS website and inclusion on several social media posts.
- 2 complimentary Walk registrations.
- For medical facilities - 5 complimentary Medical Affiliate Program registrations.
- Opportunity for sponsor to provide an item in the Remembrance Walk Keepsake Bag distributed to all participants.
- Exhibit space at the event or a sponsor provided banner.
- Logo displayed in the program book .
- Remembrance Sign in memory of a baby(ies) (if applicable).



# SPONSORSHIP LEVELS

## Butterfly Sponsor \$250

- Logo recognition on event visuals /collateral, and verbal recognition at the event.
- Logo on the NILMDTS website and inclusion on several social media posts.
- Opportunity for sponsor to provide an item in the Remembrance Walk Keepsake Bag distributed to all participants.
- Logo in the program book.

## Resource and Support Hub \$50

If you represent a nonprofit organization supporting the pregnancy and infant loss community, we invite you to be part of our Resource and Support Hub. You will receive:

- A table to display your service at the Resources and Support Hub.
- Logo included in the program book.
- Logo included on the website.

## For More Information

**Email: [walk@nilmdts.org](mailto:walk@nilmdts.org)**

**Phone: 720-283-3339**

**[www.nowilaymedowntosleep.org/walk](http://www.nowilaymedowntosleep.org/walk)**

