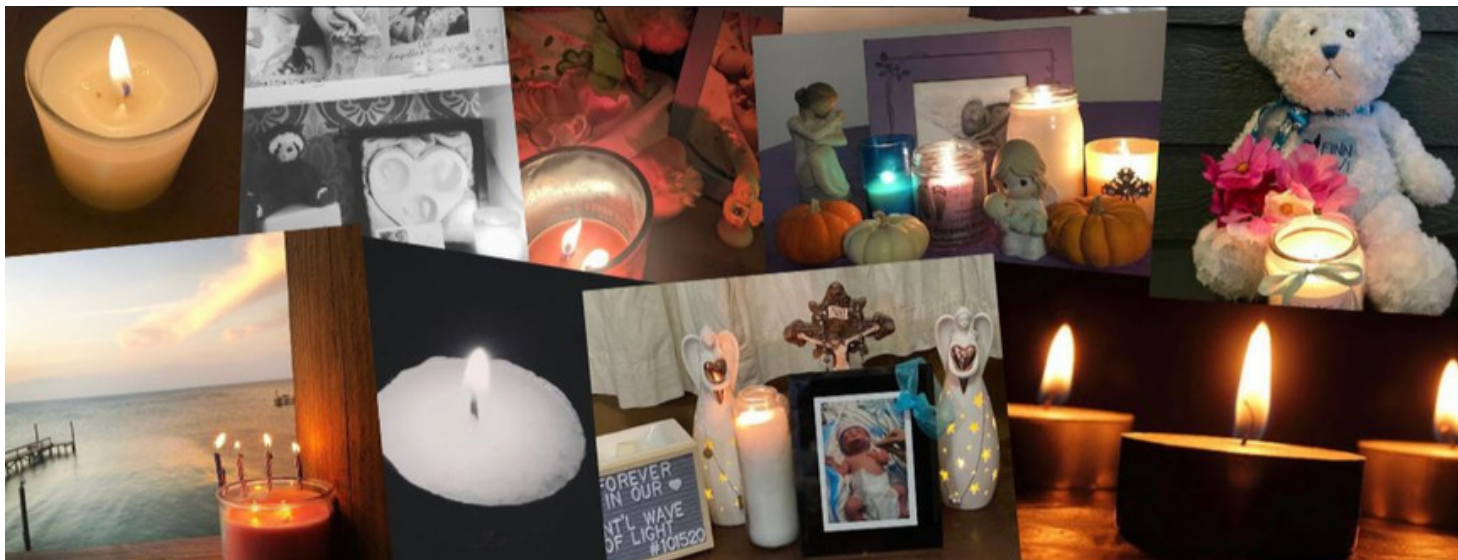
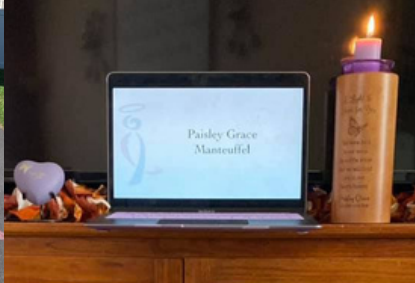


SPONSORSHIP OPPORTUNITY

The NILMDTS Virtual Candlelight Gathering 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 THIS EVENT

Virtual Candlelight Gathering International Wave of Light October 15, 2023

Instead of our annual Fall Virtual Walk, the Virtual Candlelight Gathering will be held in conjunction with the International Wave of Light. We felt this would be a significant way for bereaved families around the world to gather in a more unified way in honor of their babies.

International Wave of Light on October 15th is recognized worldwide. It's the culmination of Baby Loss Awareness Week within Pregnancy & Infant Loss Awareness Month. Our hope is that the Virtual Candlelight Gathering will connect you with other families in honoring and remembering all babies that have died too soon.

Following the presentation, a Virtual Resource Library including additional speakers and musicians will also be available. Attendees are encouraged to take some personal time with their friends and family in their own community. Together, we will create the same sense of community and support.

Virtual Candlelight Gathering

In Conjunction with International Wave of Light

October 15, 2023

Let our lights *shine* for our babies!



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.

Families become part of a compassionate and supportive community through further engagement in the organization, such as online support. 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 the Virtual Candlelight Gathering.

Presenting Sponsor \$5,000

As the Presenting Sponsor, your company will be recognized in all aspects of the event.

Verbiage will be: Now I Lay Me Down to Sleep Virtual Candlelight Gathering presented by your company.

- Logo recognition as the Presenting Sponsor in publicity, mailer, event visuals and collateral, and verbal recognition in the presentation
- Logo and website links on the NILMDTS website and inclusion on social media.
- 20 complimentary registrations to the event.
- For Medical Facilities - 20 complimentary Medical Affiliate Program registrations.
- Opportunity for the sponsor to provide up to 5 items for Virtual event packets distributed to all participants.
- Full-page color advertisement displayed in the program book.
- Opportunity to create a video promoting your support of the event that will be shared through NILMDTS and through your avenues if you choose.
- Virtual Remembrance Sign in memory of a baby(ies) (if applicable).
- Full Tribute page in the program book in honor of a baby or babies connected to your company (if applicable).

Honor Sponsor \$2,500

As part of the event, participants are sent Remembrance Activities to do at home or with a group of people honoring their baby with them. These give participants opportunities to do a handful of meaningful activities to remember and honor their baby as well as to share their baby with others.

- Logo recognition on event visuals/collateral, and verbal recognition in the presentation
- Logo and website links on the NILMDTS website and inclusion on social media.
- 15 complimentary Registrations.
- For medical facilities - 15 complimentary Medical Affiliate Program registrations.
- Opportunity for the sponsor to provide up to 3 items for Virtual event packets distributed to all participants.
- Full-page black and white advertisement displayed in the program book.
- Opportunity to create a video promoting your support of the event that will be shared through NILMDTS and through your avenues if you choose.
- Logo included on the Remembrance Activities page of the program book.
- Virtual Remembrance Sign in memory of a baby(ies) (if applicable).
- Full Tribute page in the program book in honor of a baby or babies connected to your company (if applicable).



SPONSORSHIP LEVELS

The following are sponsorship levels for the Virtual Candlelight Gathering.

Hope Sponsor \$1,000

As the Hope Sponsor for the Virtual Candlelight Gathering, you become part of a family's healing journey.

- Logo recognition on event visuals and collateral, and verbal recognition in the presentation
- Logo and website links on the NILMDTS website and inclusion on social media.
- 10 complimentary registrations.
- For medical facilities - 10 complimentary Medical Affiliate Program registrations.
- Opportunity for the sponsor to provide an item in the Virtual event packets distributed to all participants.
- Half-page advertisement displayed in the program book.
- Virtual Remembrance Sign in memory of a baby(ies) (if applicable).
- Half Tribute page in the program book in honor of a baby or babies connected to your company (if applicable).

Healing Sponsor - \$500

- Logo recognition on event visuals /collateral, and verbal recognition in the presentation
- Logo and website links on the NILMDTS website and inclusion on several social media posts.
- 5 complimentary Registrations.
- For medical facilities - 5 complimentary Medical Affiliate Program registrations.
- Logo displayed in the program book .
- Virtual Remembrance Sign in memory of a baby(ies) (if applicable).

Journey 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.
- Logo in the program book.

