

Friend Kaiser
Ashlie's Embrace **GALA**

SPONSORSHIP

OPPORTUNITIES

Friend Kaiser Ashlie's Embrace GALA

2026 SPONSORSHIP OPPORTUNITIES

\$7,000 LEGACY OF LOVE PARTNER

INCLUDES
VIP SEATING
FOR 10
GUESTS

Exclusive Gala Recognition:

Exclusive recognition as presenting sponsor, including branding on all print/digital marketing materials

Exclusive Naming Opportunity:

Opportunity to designate a CuddleCot in your name or in honor of a loved one, with placement in a hospital of your choice, subject to the hospital's acceptance

Website & Digital Presence: Largest logo placement on the website event page, premium placement in all digital/print marketing materials and a mention in a press release

Social Media Spotlight: Recognition on all social media posts across all platforms, highlighting your significant impact

VIP Gala Experience: One (1) reserved VIP table (seating 10 guests) in a prime location with personalized signage and VIP guest amenities to include: Three (3) bottles of champagne for the table and ten (10) premium gift bags

Annual Report Feature: Half-page feature in the Ashlie's Embrace Annual Report, detailing your contribution

\$5,500 COMPASSION CHAMPION

INCLUDES
VIP SEATING
FOR 10
GUESTS

Prominent Gala Recognition:

Secondary recognition on all gala signage and branding on all print/digital marketing materials

Prominent Digital Presence:

Secondary logo placement on the event web page and prominent placement in all digital/print marketing materials

Social Media Recognition: A single dedicated social media post and several group posts acknowledging your partnership and commitment to compassionate care

Premium Gala Experience: One (1) reserved premium table (seating 10 guests) in a prime location, with personalized signage

Event Program: Half-page feature in the gala event program

\$2,500 COMFORT SUPPORTER

INCLUDES
SEATING FOR
8 GUESTS

Gala Recognition: Logo recognition on all gala signage and branding on all print/digital marketing

Website & Digital Presence: Logo placement on the event web page and placement in all digital/print marketing materials

Social Media Recognition: Included in group posts acknowledging your partnership and commitment to compassionate care

Gala Seating: One (1) reserved table (seating 8 guests) with personalized signage

Event Program: Logo included in the gala event program

\$1,000 CARE SUPPORTER

INCLUDES
SEATING FOR
4 GUESTS

Gala Recognition: Name recognition on gala signage and event screens

Website & Digital Presence: Name placement on the on the event web page and placement in all digital/print marketing materials

Social Media Mention: Recognition on Ashlie's Embrace social media channels

Gala Seating: Four (4) individual tickets to the gala

Event Program: Name included in the gala event program

\$500 FRIENDS OF ASHLIE'S EMBRACE

FOR ATTENDEES
OR THOSE
UNABLE TO
JOIN US

Gala Recognition: Name recognition on gala signage

Event Program: Name listed in the gala event program

Digital Presence: Name placement on event screens

\$50

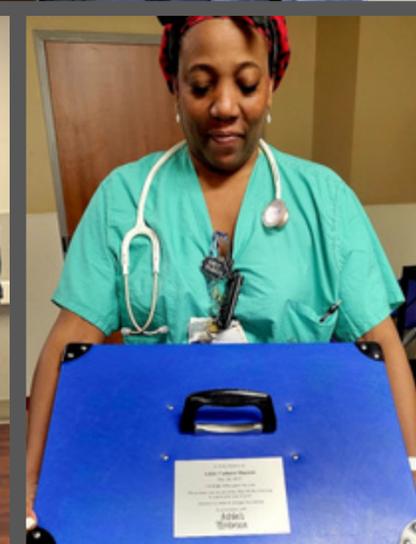
Honor your baby with a personalized memorial sign. Share your baby's name, birthdate, or a cherished message to honor their memory.

These special signs are placed on every table and serve as a reminder to gala attendees of our mission's significance.



FriendRaiser Ashlie's Embrace GALA

2026 HEALTHCARE SPONSORSHIPS



INCLUDES SEATING FOR 8 GUESTS

\$3,500 HOSPITAL PARTNER

Dedicated Hospital Recognition: Special recognition as a "Hospital Partner" on all gala signage and event materials, emphasizing your role in compassionate care

Media & Digital Presence: Logo with link on the website event page with a direct link to your hospital's website and inclusion in digital marketing materials

Social Media Recognition: Dedicated social media posts acknowledging your partnership

Gala Seating: One (1) reserved table (seating 8 guests) with personalized signage

Event Program: Logo included in a half-page advertisement in the gala event program

Partnership Plaque: A recognition plaque for display at your hospital, acknowledging our partnership

GREAT FOR OUT-OF-STATE SUPPORTERS

\$2,000 HOSPITAL PARTNER

Dedicated Hospital Recognition: Special recognition as a "Hospital Partner" on all gala signage and event materials, emphasizing your role in compassionate care

Website & Digital Presence: Logo with link on the website event page with a direct link to your hospital's website and inclusion in digital marketing materials

Social Media Recognition: Dedicated social media posts acknowledging your partnership

Event Program: Name included in a half-page advertisement in the gala event program

Partnership Plaque: A recognition plaque for display at your hospital, acknowledging your vital partnership with Ashlie's Embrace

Our Mission

To provide cooling units to medical facilities across the United States to help support families experiencing stillbirth or infant loss.

Our Why

You either know or can imagine the joy that comes with the birth of a new baby. However, not all families share that same experience. For many, the unthinkable tragedy of a stillborn baby, or hearing the words, "I'm sorry, there is no heartbeat," becomes their reality.

Mourning the loss of a precious life, when they should be filled with awe and happiness, is an impossible thing to comprehend, especially for the family experiencing it.

Losing a baby through stillbirth remains a deeply personal and often unspoken sorrow. Yet, the heartbreaking reality is that more than 24,000 families in



Our amazing healthcare partners receiving their CuddleCot™.

the U.S. alone will face this profound loss each year. Our hope is that when they do, the doctors and nurses caring for them have the ability to give them a little more time with their baby.

The rapid physical changes a baby's body undergoes after loss, sometimes in as little as 30 minutes, add another layer of cruel reality for grieving parents.

We cannot change what has happened, but we can give families more time to say goodbye.

Together, with our supporters, we are proudly improving compassionate care and bereavement support for families experiencing stillbirth or infant loss across the U.S.



Founders Erin and Anthony Maroon in the nursery they prepared for Ashlie.



“As I prepared to go home [from the hospital], I read an online article about stillbirth. It referenced a CuddleCot™, a device that keeps a baby cool (instead of frozen or at room temperature) and allows parents and families more time with the child before saying goodbye. It made me angry we didn't have that option, and the more I thought about how little time we had with her, the more upset I became. The U.S. is one of the most advanced nations in the world, yet my husband and I spent less than one hour with our first child.

There is nothing advanced about that. I realized then that it was up to us to make sure every U.S. hospital, birthing center and NICU has a CuddleCot™.”

Erin Maroon
Co-Founder & CEO



Read more from Erin and Anthony Maroon and how they turned pain into purpose in honor of their daughter Ashlie.



Mission in Action

24,000

In the U.S., nearly 24,000 babies are stillborn every year. Worldwide, there are more than 2.6 million stillbirths annually.

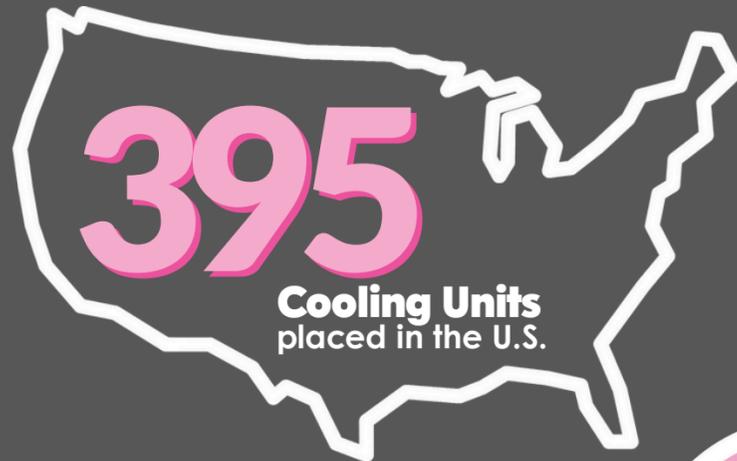
1 in 160

Stillbirth is the death of a baby after 20 weeks of pregnancy and affects 1 in every 160 pregnancies.



105

partnering families + organizations



395

Cooling Units placed in the U.S.



100+

volunteers



30,000+

volunteer hours

SECURE YOUR SPONSORSHIP TODAY!



Click here to view sponsorship details and commit your support online.



For personalized assistance or to discuss a custom partnership, please contact:

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Director of Marketing & Development
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(704) 886-8966



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www.ashliesembrace.org