



2025
FriendRaiser

10 Gala

A NIGHT TO REMEMBER:
CELEBRATING TEN YEARS

October 11, 2025
Kent State University Stark Conference Center
6000 Frank Avenue NW, Canton OH 44720

\$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.

Media & 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
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.

\$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.

\$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

Seating not
included.
For attendees or
those who are
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

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 had prepared for Ashlie.

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“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.



Our 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

340

CuddleCots™ placed in the U.S.

100+

volunteers

30,000+

volunteer hours

SECURE YOUR  SPONSORSHIP TODAY!



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



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

Danielle Honeycutt
Director of Marketing & Development
danielle@ashliesembrace.org
(704) 886-8966



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ashliesembrace.org