

RESOLVE: THE NATIONAL INFERTILITY ASSOCIATION

7980 Jones Branch Drive, Suite 300, McLean, VA 22102 | 703.556.7172 | www.RESOLVE.org

SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR FAMILY BUILDING PROFESSIONALS

Show the Infertility Community You Support RESOLVE

Join RESOLVE and showcase your support for women and men living with infertility by supporting the non-profit advocating for them.



Each year, **1.5 million women and men with infertility** find the information and support they need through RESOLVE. RESOLVE's grassroots network of volunteers provides local and national programs and services across the U.S. to support and educate women and men diagnosed with infertility.

Sponsorship and Advertising with RESOLVE

RESOLVE offers opportunities with online and in-person visibility. See pages 3 and 4 for a list of programs and associated costs.

Online

More than 49,000 people visit the resolve.org website each month, looking for information on the diagnosis and treatment of infertility, family building options, and additional resources.

Online recognition opportunities include:

- Upgraded listing on Professional Resource Directory
(See page 3 for more details)
- Family Building Resources on resolve.org.

Signature Events (see page 4 for details)

- **Midwest Family Building Conference**
- **Night of Hope**
- **Walk of Hope**

RESOLVE is the #1 most recommended online fertility resource for third-party information.

(Source: Attain Fertility Patient Survey)

"I'm so proud that my doctor is such a passionate defender of his patients' rights to access medical treatment for infertility and supports an organization I care so much about." *Atlee Breland, 2012 Hope Award for Advocacy Recipient*

For more information on sponsorship opportunities
please contact development@resolve.org or 703.556.7172

How RESOLVE Improves the Lives of Women and Men Living with Infertility

One in eight U.S. couples of childbearing age is diagnosed with infertility.

RESOLVE addresses this public health issue by:

- providing community;
- connecting them to others who can help;
- empowering everyone to find resolution; and
- giving voice to the challenges to accessing all family building options.

RESOLVE Constituents (2015 Survey):

- 98% are female
- 29% are between the ages of 30-34
- 36% hold a bachelors degrees
- 27% have a household income between \$100,000 - \$150,000
- 34% have been trying to conceive for one to two years

Our organizational priorities are focused on the three pillars of RESOLVE:



No one should face infertility alone

- Every day 29,000 individuals connect to each other through our online communities and social media presence.
- Each month, an estimated 2,500 women and men in 46 states attend RESOLVE’s support groups.
- 350+ volunteers provide local programs and services in communities across the U.S.



Fighting for and protecting access to care for all who need it.

- RESOLVE has **fought legislation that threatens to prevent the practice of IVF** in 25 states and counting. To date, RESOLVE and its partners have saved access to IVF for more than 3.5 million people living in affected states.
- RESOLVE mobilized grassroots advocates in support of the Women Veterans and Families Health Services Act of 2015 and the Family Act of 2013 (IVF tax credit).
- RESOLVE is the only infertility-related organization that is part of a coalition of organizations that saved the Adoption Tax Credit.

Actuarial research determined that passage of the Family Act would increase access to IVF by 30%.



Educating the public about infertility.

- National Infertility Awareness Week® (NIAW) was founded by RESOLVE in 1989, and is now the only federally recognized health observance for infertility.
- The *Walk of Hope* and the *Night of Hope* raise awareness of infertility by honoring individuals who make a difference and celebrating the many ways families are built.
- RESOLVE is a trusted source for the media, with stories in major outlets such as NPR, *Men’s Health*, and *USA Today*.

A Charitable Organization You Can Trust



RESOLVE Advertising Opportunities

In a recent survey, 75% of respondents indicated that they are more likely to utilize the services of a professional who is listed on resolve.org.



Listing on RESOLVE's Professional Services Directory

Online Visibility
\$175 or \$1,000

Increase your virtual exposure on resolve.org by listing your service or company in RESOLVE's [Professional Services Directory](#). This extremely popular section of our website is an excellent, low-cost opportunity to reach consumers in your local area and nationally. For more information on Team RESOLVE Professional Membership, click [here](#).

Upgraded listing on RESOLVE's Professional Services Directory

Online Visibility
\$275 - \$1,000

Maximize your virtual exposure on resolve.org by upgrading your [Professional Services Directory](#) listing. Benefits include a headshot for individual providers or a logo for businesses, plus a 150-word description of your business or services. For more information on Team RESOLVE Professional Membership, click [here](#).

Family Building Resources on resolve.org

Online Visibility
\$100 per year

Have you published a consumer-focused book, MP3, DVD, or CD on the fertility journey? Do you own an eCommerce site offering family-building items? List it in the [Family Building Resources](#) section of resolve.org! Benefits include a graphic of your media resource, followed by a short description with a link to a URL where visitors can get more information about your product(s). This opportunity is exclusively for RESOLVE Professional Members

For more information please contact
Cindy Hollister at chollister@resolve.org or 703.556.7172

RESOLVE Partnership and Sponsorship Opportunities



Signature Events: RESOLVE hosts two signature fundraising events each year: the *Walk of Hope* and the *Night of Hope*. For sponsorship information for these events, please contact *Online, Print and In person Visibility* Cindie Kyte at (703) 556-7164 or ckyte@resolve.org.

Midwest Family Building Conference November 14, 2015
\$300 up to \$3,000

The **Midwest Family Building Conference** is one of the most popular RESOLVE events in the nation and has been profiled on *ABCNews.com* and *The Star Tribune*. The Conference takes place in Minnesota and features workshops on every aspect of infertility and adoption. Medical experts, attorneys, counseling professionals, adoption agencies, complementary medicine practitioners and individuals who have experienced infertility firsthand will provide the most up-to-date information available for women and men travelling the family building journey. Attendees hail from states throughout the region with a majority coming from Minnesota. More information can be found [here](#).

Walk of Hope
AZ, TX, DC, CO,
NY/NJ, CA, MA,
FL & IL
\$500 up to \$5,000

The *Walk of Hope* is a day to recognize the many ways in which families are built. People of all ages participate and raise awareness of how the disease of infertility impacts families nationwide. RESOLVE will host *Walks of Hope* in the following places in 2015 and 2016: New York City area (September 12), Northern California (September 19), Massachusetts (September 27), Florida (October 3), Illinois (October 4), Southern California—LA, Orange & San Diego Counties (spring 2016), Arizona (March 2016), Texas (April 24), Washington DC (June 2016), and Colorado (June 2016). Your support for this event helps celebrate the families you have helped create, and work to create every day. Visit www.resolve.org/walkofhope for more information.

Night of Hope
November 17, 2015
\$375 up to \$15,000

The *Night of Hope* is an annual gala hosted by RESOLVE to recognize and celebrate the individuals and organizations that serve to improve the lives of women and men with infertility. Through the *Hope Awards*, we honor individuals, organizations and media outlets whose achievements deserve special recognition. Your support of this event showcases your commitment to RESOLVE and the infertility community. Visit www.resolve.org/nightofhope for more information.

For more information on sponsorship opportunities please contact Cindie Kyte at ckyte@resolve.org or at 703.556.7164

Team RESOLVE Partnerships

Team RESOLVE partners make a minimum investment of \$5,000 annually to create and implement a strategic partnership with RESOLVE to achieve common goals. To learn more about how your business can partner with RESOLVE, please contact Cindie Kyte at 703.556.7164 or ckyte@resolve.org.

RESOLVE SPONSORSHIP/ADVERTISING COMMITMENT

Yes! I want to support RESOLVE to help improve the lives of women and men with infertility.

Business Name: _____

Contact Name: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

For your generous support for RESOLVE in 2015, you have chosen the following recognition options:

- I want to join Team RESOLVE: \$175 x _____ memberships (please indicate how many members)
- Upgraded Professional Services Directory Listing: \$275
- Business Professional Services Directory Listing: \$1,000

Family Building Resource Listing:

- 1 Year Listing — \$100 (exclusively for RESOLVE Professional Members)

I would like sponsorship information about the following RESOLVE Signature Events:

Walk of Hope: www.resolve.org/walkofhope

- | | |
|---|---|
| <input type="radio"/> Tri-State (NJ/NY/CT) - Sept. 12, 2015 | <input type="radio"/> So. CA (LA, Orange & San Diego Counties) - 2016 |
| <input type="radio"/> Northern CA - Sept. 19, 2015 | <input type="radio"/> Arizona - March 2016 |
| <input type="radio"/> New England (MA) - Sept. 27, 2015 | <input type="radio"/> Texas - April 24, 2016 |
| <input type="radio"/> Florida - October 3, 2015 | <input type="radio"/> Washington, DC - June 2016 |
| <input type="radio"/> Illinois - October 4, 2015 | <input type="radio"/> Colorado - June 2016 |

Night of Hope: www.resolve.org/nightofhope New York City - November 17, 2015

Midwest Family Building Conference: Minnesota - November 14, 2015

Total Commitment: \$ _____

To-

Payment Options

- Please invoice me
- I wish to pay by credit card MasterCard Visa American Express Discover

Card # _____

Security Code: _____ Expiration Date: _____

Cardholder Name: _____ Signature: _____

Street Address if Different From Above: _____

Please fax this completed form to:

RESOLVE: The National Infertility Association

7918 Jones Branch Drive, Suite 300, McLean, VA 22102

Phone: 703.556.7164 | Fax: 703.506.3266 | E-mail: development@resolve.org