



THE NATIONAL INFERTILITY ASSOCIATION

*Improving the Lives of People  
Living with Infertility*



Support



Education



Advocacy



Public  
Awareness

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2011 Partnership Opportunities  
*Working Together. Making An Impact.*

# RESOLVE: The National Infertility Association

**About RESOLVE:** RESOLVE was founded in 1974 and today is the nation's largest and oldest non-profit organization which 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 to these women and men, connecting them with others who can help, empowering them to find resolution and giving voice to their demands for access to all family building options.

**Why should you support RESOLVE?** RESOLVE is making a difference in the lives of people living with infertility every day. RESOLVE is more than a website. We are a community. We provide virtual and local educational and support programs. We produce printed material that helps educate and empower women and men diagnosed with infertility to make the choices that are right for them. We advocate for the legislative reproductive issues that directly affect your patients and clients.

**FOR A COMPLETE LIST OF RESOLVE'S BOARD OF DIRECTORS AND MANAGEMENT TEAM, VISIT [WWW.RESOLVE.ORG](http://WWW.RESOLVE.ORG) AND CLICK ON "ABOUT."**

Every partner relationship is extremely important to RESOLVE as it directly impacts our ability to fulfill our mission. Thank you for committing to support RESOLVE and its mission in 2011 and beyond.

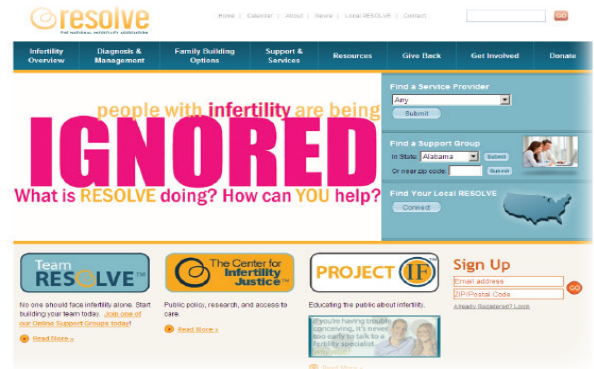
## Partnerships - At A Glance

Page	Opportunity	Price
3	Website Section Sponsorships	Contact RESOLVE
3	Regional Sponsor	Varies
3	Online Directory Listing	Contact RESOLVE
3	Webvertorial	Contact RESOLVE
4	TeleSeminars	Contact RESOLVE
4	Webinars	Contact RESOLVE
5	Local Area Meeting Sponsor	Contact RESOLVE
5	Local Conference Sponsor	Contact RESOLVE
5	National Resource Sponsor	Contact RESOLVE
5	National Conference Sponsor	Contact RESOLVE
6	Newsletter Advertising	Contact RESOLVE
7	National Infertility Awareness Week®	Contact RESOLVE
7	Night of Hope Gala	Varies
7	Walk of Hope	Varies

# Website Presence

## Website Section Sponsorships

A web-section sponsorship is a pre-defined section of content on resolve.org which includes the sponsor's hyperlinked logo on the bottom of every page in the designated section for an annual term. Sponsor does not have any editorial control on the website content. Website section chosen by RESOLVE.



### SNAPSHOT OF RESOLVE.ORG'S USERS:

**98% WOMEN**  
**93% MARRIED**  
**60% ARE BETWEEN THE AGES OF 30-39**  
**47% COMBINED HOUSEHOLD INCOME OF \$100K OR MORE**  
**90% USE FACEBOOK**  
**50% TRYING TO CONCEIVE FOR MORE THAN 2 YEARS**

## Regional Sponsor

Maximize your virtual exposure on resolve.org by supporting all RESOLVE activities in your local area. Benefits include your logo or business name hyperlinked to your website with a short paragraph describing your business. Listings will appear on a sponsor thank you page on the appropriate regional website. The regional sponsor thank you page is highlighted in all regional ecommunications and on regional registration event pages during 2011. Contact Dawn Gannon at [dgannon@resolve.org](mailto:dgannon@resolve.org) for pricing.

## Online Directory Listing

Become a member of Team RESOLVE™ and join the hundreds of professionals listed on resolve.org's Professional Services Directory. This extremely popular section of resolve.org is an excellent, low-cost opportunity to reach consumers in your local area. In a recent survey, 75% of respondents indicated that they are more likely to utilize the services of a professional listed on resolve.org than anywhere else.

### Online Directory Options

- One individual listing in one category for one location of your business
- Listings in additional categories, states, or physical locations
- Premium listing: Text listing is bolded and hyperlinked to your website



## Webvertorial

A Webvertorial is a 600-word article focusing on a specific topic agreed upon by RESOLVE and the sponsor, which is then placed on resolve.org for an annual term in a section of content that corresponds to the Webvertorial content. The article is submitted by the sponsor and must be unbiased and educational in nature. The sponsor's hyperlinked logo is placed at the bottom of the page. All Webvertorials are acknowledged as sponsored content. RESOLVE has final approval on all web content and placement.

### People who find resolve.org are searching for:

- Support
- Local professionals
- Information about living with infertility

**35% OF OUR MONTHLY VISITORS COME BACK TO RESOLVE.ORG MORE THAN 2 TIMES A MONTH.**

**RESOLVE'S ONLINE COMMUNITY CURRENTLY HAS 7,000 MEMBERS WHO ON AVERAGE MAKE 2,300 POSTS A DAY.**

**OUR SOCIAL MEDIA PRESENCE CONTINUES TO GROW ON AVERAGE 20% PER MONTH.**

# Educational Support

## TeleSeminars

These popular virtual educational events are held twice per month and feature an expert who presents information on a specific topic. The TeleSeminars are free to the public, recorded and available on resolve.org for download 24/7.

Sponsorship opportunities are not exclusive and are available on a quarterly and annual basis following the standard calendar year.



### Benefits include:

- Your hyperlinked logo on each sponsored TeleSeminar event registration page on resolve.org.
- Recognition as the event sponsor at the beginning of each TeleSeminar sponsored.
- Listing of TeleSeminar sponsors on the Download page.

## Webinar

A Webinar is an interactive seminar where educational content is presented online by a Powerpoint presentation and live audio. Webinars are free to the public, recorded and available for download 24/7 on resolve.org.

### Benefits include:

- The sponsor's logo is on the title page of the Powerpoint.
- Recognition as the Webinar sponsor at the beginning of the Webinar.
- Sponsor's hyperlinked logo on the event registration page on resolve.org.
- Sponsor has input on the Webinar topic; RESOLVE retains full editorial control of the Webinar and approval of the speakers.

***"HAVING ACCESS TO SO MANY EXPERTS AND CONNECTING WITH OTHERS WHO UNDERSTOOD WHAT I WAS GOING THROUGH WAS PRICELESS. THE PROFESSIONALS WERE SO INFORMATIVE AND IT WAS GREAT TO KNOW THEY WERE IN MY AREA."***

**-KELLY, VIRGINIA**

# Educational Support *cont'd*

## Local Educational Sponsorship

RESOLVE hosts educational meetings across the U.S. throughout the year, including small 1-2 hour single topic monthly or quarterly education meetings as well as medium- to large-scale educational events, including both half and full-day conferences. These non-exclusive local sponsorship opportunities provide you with a number of options for direct contact with consumers in your target market area.

RESOLVE has tentatively scheduled educational programs throughout 2011 in Arizona, California, Florida, Georgia, Maryland, Massachusetts, Michigan, Minnesota, New York, Virginia, Washington, and Washington D.C.

## Local Area Meeting Sponsor

This sponsorship supports RESOLVE's small 1-2 hour single topic monthly or quarterly education meetings in a specified local area in 2011. Length and frequency of small single topic local educational events vary. Benefits include your hyperlinked logo on the resolve.org event registration page and recognition of your sponsorship at each event. For more information on educational events in your area, contact Dawn Gannon at [dgannon@resolve.org](mailto:dgannon@resolve.org).



## Local Conference Sponsor

Sponsor RESOLVE's medium- and large-scale educational conferences. Sponsorships are non-exclusive, and benefits are based on the event and sponsorship level chosen. Benefits may include: your hyperlinked logo on the resolve.org event registration page, recognition of event sponsorship at the event, in promotional emails, marketing and printed material, and exhibitor booths or marketing inserts for resource bags provided to all attendees. For specific information on the medium- or large-scale educational events planned for 2011 in your local area, contact Dawn Gannon at [dgannon@resolve.org](mailto:dgannon@resolve.org).

## National Resource Sponsor

Place your marketing material in the resource bags provided to consumers attending RESOLVE's medium- to large-scale educational events including the Ask the Expert: A Family Building Expo events, Adoption Conferences and Family Building Conferences. RESOLVE hosts an average of 10-12 medium- to large-scale events each year.

## National Conference Sponsor

Be recognized as a sponsor of three (3) of RESOLVE's medium- to large-scale educational events of your choice in 2011, including Ask the Expert events, Adoption Conferences and Family Building Conferences. Benefits for each event are based on the events chosen by the sponsor, but may include: recognition on the resolve.org event registration page and on printed materials, in RESOLVE marketing efforts, including promotional emails, an exhibitor table at the event, marketing material placement and other options. For specific information on the medium- or large-scale educational events planned for 2011 in your local area, contact Dawn Gannon at [dgannon@resolve.org](mailto:dgannon@resolve.org).

# Newsletter Advertising and Printed Materials

## Quarterly Printed Newsletter

Ensure your message reaches thousands of consumers annually by placing an advertisement in RESOLVE's printed newsletter, *Resolve for the journey and beyond*, which is distributed quarterly to RESOLVE donors as well as professional offices throughout the country.

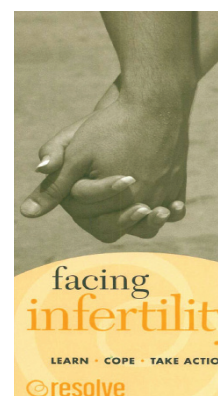
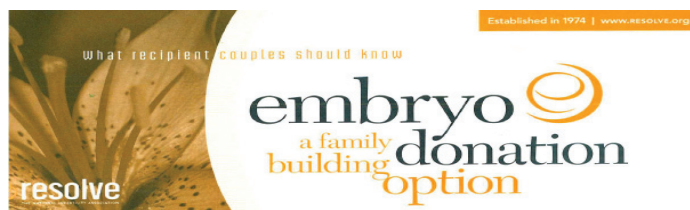
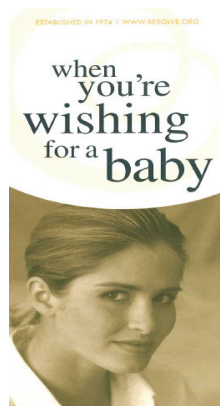
Ads are offered as an annual contract only. Space is limited and filled on a first-come, first-served basis. Ad sizes are:

- Quarter page ad (3.375" w x 4.5" h)
- Half page ad (7" w x 4.5" h)



## Printed Materials

Need consumer-focused educational materials for your office? As a member of Team RESOLVE™ you can order RESOLVE brochures and other collateral at no cost by sending an email to [info@resolve.org](mailto:info@resolve.org). Many RESOLVE publications are also available on [resolve.org](http://resolve.org) for download 24/7 under "Resources".



## RESOLVE's Book Nook

Have you published a consumer-focused book on the fertility journey? List it on [resolve.org](http://resolve.org)! Benefits include a graphic of the cover, followed by a short description of the book, with a link to a URL where visitors can get more information about the book.

# Events



Join the movement, April 24-30, 2011. Each year RESOLVE, our volunteers, corporate partners and members of Team RESOLVE™ come together to raise awareness about infertility. Our partners commit to working with their communities to hold public education events, work with local Ob/Gyn offices, and reach out to the local media. For more information on how you can be a part of the movement, visit [www.resolve.org/takecharge](http://www.resolve.org/takecharge).

## NIAW Partner

Add your hyperlinked logo on the NIAW website and be recognized as a national NIAW Partner in all NIAW e-communications sent out prior to and during NIAW.

[www.resolve.org/takecharge](http://www.resolve.org/takecharge)



*Celebrate. Honor. Support.* Night of Hope is an event dedicated to **celebrate** the efforts of those who improve the lives of people living with infertility. Through RESOLVE's Hope Awards, we **honor** individuals, organizations and media outlets whose achievements deserve special recognition. Your **support** of this event showcases your commitment to the infertility community and RESOLVE.

If you are interested in being part of RESOLVE's 2011 Night of Hope, please contact Dawn Gannon, at [dgannon@resolve.org](mailto:dgannon@resolve.org) or visit [www.resolve.org/nightofhope](http://www.resolve.org/nightofhope).

[www.resolve.org/nightofhope](http://www.resolve.org/nightofhope)



Show the community that you support RESOLVE and its mission by sponsoring a local fundraising event such as the Walk of Hope. Sponsor benefits vary based on the type of fundraising event and level of support.

For specific information on fundraising events in your local area, contact Dawn Gannon at [dgannon@resolve.org](mailto:dgannon@resolve.org).