SPINA BIFIDA ASSOCIATION OF GREATER NEW ENGLAND

# SPONSORSHIP OPPORTUNITIES 2026-2027

**Spina Bifida Association of Greater New England**
**P.O. Box 681**
**Natick, MA 01760**
**www.sbagreaterne.org**
**EIN: 23-7305430**



# THE CASE FOR SPONSORSHIP

The Spina Bifida Association of Massachusetts organization was founded in 1971 by a group of parents of children with Spina Bifida. In the intervening years, we have expanded to include Connecticut, Maine, New Hampshire, Rhode Island, and Vermont in our service area, and changed our name to the Spina Bifida Association of Greater New England to reflect our commitment to the Spina Bifida community in all six New England states. Our mission is to build a better and brighter future for all those impacted by Spina Bifida. We envision a world where everyone impacted by Spina Bifida is accepted and thrives. We provide education, resources, and support to individuals as they move toward fulfilling and independent lives. We are the only voluntary health organization in the New England area solely serving individuals living with Spina Bifida, their families, caregivers, and professionals. There are an estimated 4,500 individuals in New England living with Spina Bifida.

Spina Bifida is the most common permanently disabling birth defect. It occurs when the spine and spinal cord do not form properly within the first 30 days of a pregnancy and impacts approximately 1,650 births each year. Individuals with Spina Bifida have multiple medical needs including:

- Mobility impairments
- Neurogenic bowel and bladder
- Hydrocephalus
- Latex allergies
- Pressure sores

There is no cure. Treatments may ameliorate symptoms, but any paralysis will be lifelong. Many individuals have dozens of surgeries – orthopedic, urological and neurological – by the time they become adults. Because of this, they can encounter emotional and social issues in addition to physical limitations. Spina Bifida is not one condition, but multiple conditions that affect the mind, body and spirit. Thanks to medical advances, today nearly 85 percent of children with Spina Bifida live into adulthood.

Our programs include:

- **Educational and social activities** for individuals, families and medical professionals; ● **A regional conference** which brings members and providers together, to learn about resources and connect with others with a similar lived experience;
- **Empowerment programs** for teens and adults with Spina Bifida;
- **Parent-to-Parent Connections** which offer parents opportunities to share and support each other in raising children with the complex medical needs that come with Spina Bifida; ● **Financial benefit awards** through our Empowerment Fund and our annual Jean Driscoll “Dream Big” Award providing scholarship assistance for college or job preparation;
- **Outreach** efforts to medical offices, Spina Bifida clinics, and participation in public awareness events;
- **Advocacy and Awareness** within our local and regional community;
- **Adult Medical Care Database** and other resources to support quality of medical care, access, employment and social life.

Membership in the Spina Bifida Association of Greater New England is free. We rely on event-based fundraising, donations, sponsorships, and grants to generate the resources required to **support, connect, and empower** our members.

# 2026-2027 ANNUAL SPONSORSHIP BENEFITS

| BENEFITS | PLATINUM $5,000 | GOLD $3,500 | SILVER $2,000 | BRONZE $1,000 |
|---|---|---|---|---|
| **Teen Empowerment Program (March)** *@100 people* | ● Presenting Remarks ● Onsite Signage ● Vendor Tabling/ Display Booth | ● Lunch sponsor ● Onsite Signage ● Vendor Tabling/ Display Booth | ● Vendor Tabling/ Display Booth ● Breakfast Sponsor ● Onsite Signage | ● Activity Sponsor ● Onsite Signage |
| **Boston Marathon (April)** | ● Tshirt Sponsor | | | |
| **Walk-N- Rolls (2) Massachusetts/ New Hampshire (May)** *@300 people* | ● Presenting Remarks ● Onsite Signage ● Booth (2 events) | ● Tshirt Sponsor ● Onsite Signage ● Booth (2 events) | ● Activity Sponsor ● Onsite Signage ● Booth (2 events) | ● Onsite Signage ● Booth (both events) |
| **90 Holes in 90 Days – Virtual Golf Tournament (May – July)** | ● Complimentary entry ● Welcome Packet Insert ● Pledge-It Link ● Sponsor Flag | ● Complimentary entry ● Welcome Packet Insert ● Pledge-It Link ● Sponsor Flag | ● Complimentary entry ● Welcome Packet Insert ● Pledge-It Link ● Sponsor Flag | ● Insert in Welcome Packet ● Pledge-It Link ● Sponsor Flag |
| **Falmouth Road Race (August)** | ● Tshirt Sponsor | | | |
| **Family Camp Weekend (September)** *@40 people* | ● Presenting Remarks ● Onsite Signage | ● Lunch sponsor ● Onsite Signage | ● Breakfast Sponsor ● Onsite Signage | ● Activity Sponsor ● Onsite Signage |
| **Holiday Parties (2) Massachusetts/ Maine (December)** *@200 people* | ● Presenting Remarks ● Onsite Signage | ● Designated Lunch Sponsor ● Onsite Signage | ● Onsite Signage | ● Onsite Signage |
| **Regional Educational Conference (October)** *@200 people* | ● Presenting Remarks ● Onsite Signage ● Vendor Tabling/ Display Booth | ● Lunch sponsor ● Onsite Signage ● Vendor Tabling/ Display Booth | ● Vendor Tabling/ Display Booth ● Breakfast Sponsor ● Onsite Signage | ● Activity Sponsor ● Onsite Signage |

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|---|---|---|---|---|
| **Constituent Newsletter** *@4,500 constituents, 60% open rate* | Full Year | 9 Months | 6 Months | 3 Months |
| **Health Care Provider Newsletter** *@70 constituents, 36% open rate* | Full Year Sponsor | 3 Quarter Sponsor | Half Year Sponsor | Quarter Year Sponsor |
| **Facebook/IG Posts** *@2K/FB @1.2K/IG* | Full Year | 9 Months | 6 Months | 3 Months |
| **Social Media Recognition** *@2K/FB @1.2K/IG* | ✓ | ✓ | ✓ | ✓ |
| **Recognition on Website** *@90 visits/month* | ✓ | ✓ | ✓ | ✓ |

## 2026 A'LA CARTE EVENT-SPECIFIC SPONSORSHIP BENEFITS

| BENEFITS | $500 | $250 |
|---|---|---|
| **Jean Driscoll Award** | ● Award Sponsor<br>● Year long exposure on website<br>● 6 months of applicable social media and newsletter benefits | ● Award Sponsor<br>● Year long exposure on website |
| **Boston Marathon (April)** | TShirt Sponsor<br>● Designated Runner Sponsor | |
| **Youth Empowerment Program (March/April)** *@100 people* | Activity Sponsor<br>● Designated Activity Sponsor on Schedule and in Yearbook<br>● Onsite Signage | |

| | | |
|---|---|---|
| **Walk-N- Rolls (2) Massachusetts/ New Hampshire (May)**<br>*@300 people*<br><br>**90 Holes in 90 Days – Virtual Golf Tournament (May – July)** | Team/Walker Sponsor<br><br>● Onsite Table (1 event)<br>● Designated Team/Walker Sponsor<br>● Designated Lunch Sponsor<br>● Recognition on Event Website ● Onsite Signage<br>Event Sponsor<br><br>● Recognition on Event Website | Team/Walker Sponsor<br><br>● Designated Team/Walker Sponsor ● Designated Drinks Sponsor<br>● Recognition on Event Website<br>● Onsite Signage<br><br>Golfer Sponsor<br><br>● Designated Golfer Sponsor<br>● Recognition on Event Website |
| **Where Smiles Meet Miles – Bike Ride (Summer)**<br>*@150 people*<br><br>**Falmouth Road Race (August)** | ● Onsite Table (1 event)<br>● Designated Lunch Sponsor<br>● Recognition on Event Website ● Onsite Signage<br>Mini-Team Sponsor<br><br>● Designated Mini-Team Sponsor | ● Designated Drinks Sponsor<br>● Recognition on Event Website<br>● Onsite Signage<br><br>Runner Sponsor<br><br>● Designated Runner Sponsor |
| **Family Camp Weekend (September)**<br>*@40 people* | Activity Sponsor<br><br>● Designated Activity Sponsor<br>● Recognition on Schedule<br>● Onsite Signage | |
| **Regional Family Conference (October)**<br>*@200 people* | Activity Sponsor<br><br>● Designated Activity or Session Sponsor<br>● Tabling/booth at event<br>● Onsite Signage | |
| **Holiday Parties (2) Massachusetts/ Maine (December)**<br>*@200 people* | Activity Sponsor<br><br>● Designated Activity Sponsor<br>● Recognition on Schedule<br>● Onsite Signage | |
| **Constituent Monthly Newsletter**<br>*@4,500 constituents, 60% open rate* | One newsletter | |
| **Facebook/IG Posts**<br>*@2K/FB; @1.2K/IG* | Three Posts | Two Posts |

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# SPONSORSHIP TERMS AND CONDITIONS

In order to provide the highest quality exhibitor services, please review and sign the following:

1. Sponsorship agreements will run for 12 calendar months, commencing upon receipt of payment. The Executive Director will contact you in order to best meet your needs and every effort will be made to maximize benefits for this time period.
2. Specific requests for events will be considered on a case by case basis depending on sponsorship level and space availability.
3. Two or more sponsors may not exhibit in a single booth space unless prior arrangements are made with SBAGNE.
4. Exhibits must not project beyond the space allotted, must not obstruct the view of or interfere with traffic to the exhibits of others.
5. Information regarding set up and dismantling times will be determined by event.
6. All exhibits must comply with fire and safety regulations.
7. Exhibitors are prohibited from defacing facility property.
8. Music or other sound effects from a booth must not adversely affect the operation of another booth.
9. Exhibitors assume responsibility for and agree to indemnify and defend SBAGNE, the facilities, and their respective employees and agents against any claim or expense arising out of the exhibition premises.
10. The Sponsor understands that neither SBAGNE nor any facility maintain insurance covering the Sponsor's property. It is the sole responsibility of the Sponsor to obtain such insurance and to provide proof of insurance to SBAGNE if requested.
11. SBAGNE determines the eligibility of any company or production for exhibition. 14. SBAGNE may prohibit installation or request removal of any promotion which is not in keeping with the character or purpose of the event.
12. Any representative who fails to observe the conditions of this contract or who, in the opinion of SBAGNE, conducts themselves unethically may be dismissed from the event without a refund of fees.
13. Additional information, including shipping instructions, and reservation arrangements for scheduled events shall be sent out to each Sponsor in advance of each event.

Signature: Date: _____

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# SPONSORSHIP AGREEMENT

## Company Information

*List this information exactly as it should appear in all materials.*

**Company Name: _____**

**Contact Person:_____**

**Address:_____ City:_____**

**State: _____ Zip Code: _____**

**Phone: _____**

**E-mail: _____**

***Please email a jpeg or png of your preferred company logo to Drew White at dwhite@sbagraterne.org***
***Please also include the website you would like linked to your logo, and any social media handles.***

**Payment Options:**
**To Pay By Credit Card**

**Scan the QR Code**
**Or Visit**: https://sbagreaterne.org/ways-to-donate/donate-today/

- Enter the amount & note appropriate sponsor level as listed above in the comments field.

**To Pay By Check**: Please mail to

Spina Bifida Association of Greater New England
P.O. Box 681
Natick, MA 01760

***To request an invoice, please contact Drew White at dwhite@SBAGreaterNE.org or (774) 287-2988.***

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# SBA NATIONAL NETWORK

**NATIONAL SPINA BIFIDA ASSOCIATION**
www.spinabifidaassociation.org
Contact: Jenna Brown, National Director of Development: jbrown@sbaa.org

**SBA OF ARIZONA**
https://sbaaz.org/
Contact: Sharri Runnels, Executive Director: srunnels@sbaaz.org

**SBA OF COLORADO**
https://www.spinabifidaco.org/
Contact: Nan Alonso, Executive Director: execdirector@spinabifidaco.org

**SBA OF THE DELAWARE VALLEY**
http://www.sbadv.org/
Contact: Alicia Alphonse, Executive Director: execdir@sbadv.org

**SBA OF GREATER NEW ENGLAND**
https://sbagreaterne.org/
Contact: Jean Bertschmann, Executive Director: JBertschmann@SBAGreaterNE.org

**SBA OF IOWA**
https://sbaia.org/
Contact: Sidney Stuart, Executive Director: Sydneys@sbaia.org

**SBA OF KENTUCKY**
https://spinabifidakentucky.org/
Contact: Sarah Richardson, Executive Director: srichardson@sbak.org

**SBA OF NEW YORK STATE**
http://sbanys.org/
Contact: Julia Duff, Executive Director: Julia.Duff@sbanys.org

**SBA OF NORTH TEXAS**
https://spinabifidant.org/
Contact: Robin Lee, Executive Director: rlee@spinabifidant.org