



We are excited about our 2<sup>nd</sup> Annual Utah Infertility Awareness Event!

If you were involved last year, you know how successful the event was...drawing many who were interested in learning about infertility and seeking support and strength. As members of the community who are dealing with infertility, we find great value in sharing hope, insight, and encouragement as couples seek ways to build their families. This event is highly rewarding and is a wonderful way to raise awareness about infertility. We invite you to be involved in this FREE educational event. This letter is intended to let you know of options available and to let you consider where and how you would like to be involved.

First of all, the event is scheduled for Saturday, April 30<sup>th</sup> from 9:00AM-Noon. **This date is a NEW date, so please change it on your calendars.** The event will be at the same location as last year, the University of Utah Health Sciences Education Building. We have three great speakers with three important topics lined up for the program this year:

**Topic: Strengthening Relationships During Fertility Treatments**

Monica Ashton, MSW, CSW, Psychotherapist, The Healing Group

**Topic: Considering the Fears and Concerns of Third Party Reproduction**

Laura Czajkowski, Ph.D., Associate Professor, Department of Psychiatry, University of Utah

**Topic: Finding Tangible Ways to Cope with Infertility**

Kerstin Daynes, organizer of Utah Infertility Awareness Event and author of *Infertility: Help, Hope, and Healing*

As you can see, we are focusing on strengthening emotional and social well-being, and we are thrilled to be able to offer these great resources with our audience.

**Ways to be involved:**

- *Distribute flyers to clientele.* We will give you hard copies of the flyers as well as an electronic copy. You can distribute them by making the flyers available in your waiting rooms, sending by mail to your patients/clients, or by emailing to those who would be interested.
- *Post a flyer in your waiting room.*
- *Share about the event on Facebook, Twitter, or website.*
- *Participate in our Ask a Professional.* From 11:30-NOON at our event on April 30<sup>th</sup>, we would like to have a question and answer session for our audience. They will submit questions earlier in the day or prior to the event. We will then ask our "panel" to answer these questions. We'd love for the panel to consist of therapists, physicians, embryologists, urologists, nurses, or any other professionals who support couples dealing with infertility.
- *Be a sponsor.* We have developed a variety of sponsorship opportunities that will allow your organization to financially support the Utah Infertility Awareness Event 2011. Please see "Sponsorship Opportunities" for

more information. You will notice that one benefit of the Platinum Level is automatic sponsorship of an event in October. This is an addition to our education efforts for 2011. A date and location have not been set and more information and involvement opportunities are forthcoming.

- *Participate in our Giveaway.* In addition to our Sponsorship Opportunities, we also offer recognition to organizations that contribute items for our Giveaway. Please see "Giveaway Opportunities" for more information.
- *Encourage your staff to attend.* We invite you AND your staff to be a part of the event. Please let us know how many seats to reserve for your facility.

### **The Next Step:**

Now that you know all of the ways you can be a part of our event, please complete the attached Professional Participation Commitment Form and return it to Kerstin Daynes. If you choose to participate in the Giveaway, Vanessa Jackson, from our committee, will contact you during March with additional information and procedures.

### **Other Information:**

All logos, URL information, and completed Professional Participation Commitment Forms must be received by **March 1, 2011** to receive all sponsorship benefits. Logos provided should be sent electronically as a .JPG file. Send them to Kerstin Daynes (see information below).

#### Distribution of Marketing Materials

All marketing materials distributed at the event must be in the participant packets and must be approved by the Utah Infertility Awareness Event Committee. Please send a copy of your intended material to Kerstin Daynes (see information below) before **April 1<sup>st</sup>, 2011**. See "Sponsorship Opportunities" to see size specifications.

Once approved, please send 100 copies of your materials by Tuesday, **April 19<sup>th</sup>, 2011** to:

Kerstin Daynes  
2308 N. 2080 W.  
Lehi, UT 84043

#### Payment Information

You will receive an invoice from the Utah Infertility Awareness Event Committee once you have sent in your Professional Participation Commitment Form. **Please do not send payment until you receive the invoice.**

#### Questions?

For event sponsorship and event details, please contact...

Kerstin Daynes  
801.653.1416  
questions@utahinfertilityawareness.com  
kerstin.daynes@ldsinfertility.org

We look forward to you being involved in our event this year!!

Sincerely,

The Utah Infertility Awareness Event Committee



**Utah Infertility Awareness Event  
April 30, 2011**

**Sponsorship Opportunities 2011**

We depend on financial support from the various businesses in the community to offer our annual Infertility Awareness Event. We appreciate the clinics and businesses that are involved in educating and helping those with infertility.

<b>Benefit</b>	<b>Platinum \$1000</b>	<b>Gold \$750</b>	<b>Silver \$500</b>
Logo recognition in the event program	Yes	Yes	Yes
Name will be mentioned on the day of the event	Yes	Yes	Yes
Link to company website on Utah Infertility Awareness website	Logo/Link	Logo/Link	Text/Link
Recognition as sponsor on email communications for event	Text/Link	Text/Link	Text
Company highlight on Utah Infertility Awareness website during 2011	Yes	Yes	No
Company advertisement to be distributed in participant packets on day of event. Must be approved by Conference Committee. You will be responsible for supplying the advertisement (100 count)	Tri-fold or up to 8½ x 11	Up to 5½ x 8½	Up to 5½ x 8½
Opportunity for an article written by provider at sponsoring entity to appear on the Utah Infertility Awareness website during 2011	Yes	Yes	No
Complimentary one year Team RESOLVE membership for one provider at sponsoring entity. Included benefits attached	Yes	No	No
Automatic sponsorship of National Infertility Month Event in October 2011	Yes	No	No
Giveaway Participation Options (see "Giveaway Opportunities")	Major or Conference	Major or Conference	Conference

## Giveaway Opportunities 2011

In addition to our Sponsorship Levels, we also offer recognition to organizations that donate items for our Giveaway. In order to contribute to the Giveaway, you must choose a Sponsorship Level (see "Sponsorship Opportunities") which coincides with the Give Value you wish to contribute.

You can consider contributing several small items that meet the Give Value you wish to contribute or one large item.

### Major Gift Provider (Give Value >\$1,000)

#### BENEFITS

In order to be a *Major Gift Provider*, you must also sponsor at the Gold or Platinum Level.

- Logo recognition in the Giveaway section of the event program.
- Logo recognition in the Giveaway section of Utah Infertility Awareness website.
- Recognition as *Major Gift Provider* on email communications for event (text with link).
- Opportunity to have a company representative participate on-stage during the Giveaway.
- All benefits included in your selected Sponsorship Level.

### Conference Gift Provider (Give Value \$176-\$999)

#### BENEFITS

In order to be a *Conference Gift Provider*, you must also sponsor at the Silver, Gold, or Platinum Level.

- Text recognition in the Giveaway section of the event program.
- Text recognition in the Giveaway section of Utah Infertility Awareness website.
- Recognition as *Conference Gift Provider* on email communications for event (text only).
- All benefits included in your selected Sponsorship Level.

### Giveaway Provider (Give Value up to \$175)

#### BENEFITS

In order to be a *Giveaway Provider*, there is no requirement to sponsor at any of our Sponsorship Levels. You have the option of contributing your gift only.

- Text recognition in the Giveaway section of the event program.
- Text recognition in the Giveaway section of Utah Infertility Awareness website.
- Recognition as *Giveaway Provider* on email communications for event (text only).
- Company advertisement in participant packets (to be distributed to all participants on day of event). You will be responsible for supplying the advertisement (100 count). Size can be up to 4x6.



Utah Infertility Awareness Event  
April 30, 2011

## Professional Participation Commitment Form

Please send the completed form to Kerstin Daynes  
2308 N. 2080 W.  
Lehi, UT 84043

### CONTACT INFORMATION:

Name & Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### CONFERENCE PARTICIPATION OPPORTUNITIES (please check all that apply)

- Platinum Sponsor – \$1,000
- Gold Sponsor – \$750
- Silver Sponsor – \$500
- Major Gift Provider – Give Value >\$1,000  
Gift: \_\_\_\_\_
- Conference Gift Provider – Give Value \$176-\$999  
Gift: \_\_\_\_\_
- Giveaway Provider – Give Value up to \$175  
Gift: \_\_\_\_\_
- Distribute flyers.
  - o How many printed flyers would you like? \_\_\_\_\_
  - o Would you like an electronic version? Yes No
- Participate in *Ask a Professional*.
  - o Who from your facility would be willing to be on the panel? Limit 2 per facility. Please let us know their name(s), credentials, and title. \_\_\_\_\_
- Members of our staff will attend. How many? \_\_\_\_\_

**Remember:** Please do not send payment until you receive an invoice.

**Deadline:** March 1, 2011

### AUTHORIZATION

I hereby certify that I am authorized to make this sponsorship donation on behalf of my company/organization:

Full Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for supporting our event!**



Utah Infertility Awareness Event  
April 30, 2011

## Team RESOLVE Membership Details

For those who sponsor the Event at the Platinum Level, they will receive a FREE one year Team RESOLVE Membership. Here is some additional information from RESOLVE.org on the benefits of this membership...

Becoming a member of Team RESOLVE™ will help you reach those looking for local services from trusted professionals. RESOLVE has local activity in more than **40 states** and serves more than **1.5 million individuals annually**.

### Team RESOLVE™ membership:

- Free listing in the online [Professional Services Directory](#). Different categories in the directory include Adoption, Attorneys, Coaching Services, Complementary Treatment, Fertility Consultants, Male Factor and Urology, Mental Health, Pharmacies, Physicians, Third Party Reproduction, Other.
- Opportunities to participate in the infertility community including:
  - Local RESOLVE activities, including speaking at local educational events and TeleSeminars and other avenues of outreach
  - [National Infertility Awareness Week \(NIAW®\)](#)
  - [Night of Hope Gala](#) - The industry's premier event that celebrates the successes of the family building industry and furthers the cause of infertility.
- [Advertise or sponsor events and activities in your area](#)
- Submit an article for our printed quarterly newsletter, *Resolve for the journey and beyond* (contact Andy Schwarz for more information at [aschwarz@resolve.org](mailto:aschwarz@resolve.org)).
- Annual Subscription to our printed quarterly newsletter, *Resolve for the journey and beyond*
- [RESOLVE brochures and material for your office waiting room](#)
- [List three educational events sponsored by your office on our website each quarter](#)
- [Ideas for creating patient/client packets](#)

### Team RESOLVE™ members tell us every day that partnering with RESOLVE allows them to:

- Connect with prospective patients
- Generate "buzz" about their practice
- Stay up-to-date about their patients' wants and needs
- [Become involved with RESOLVE in their area](#)
- [Help patients/clients find support in their area](#)

If you still have questions about whether or not being a member of Team RESOLVE™ is right for you, please contact Dawn Gannon, Professional Outreach Manager at [dgannon@resolve.org](mailto:dgannon@resolve.org) or 703.556.7172.