

2026 SPONSORSHIP PROPOSAL



MIRACLE
moon walk

Thank You

Thank you for the opportunity to present to you.

Miracle Babies Foundation is Australia's leading not-for-profit organisation supporting premature and sick newborns, their families and the hospitals that care for them. We believe prematurity and sickness at birth are a hidden lifelong trauma that can be reduced through the courage, empathy and understanding of people who have experienced it. Because this journey needs more than medical care, it needs community.

Every year in Australia, around 48,000 newborn babies require the help of **Neonatal Intensive Care Units** (NICU) or **Special Care Nursery** (SCN), and 27,000 of these babies are born premature.

About Miracle Babies Foundation

Initiated in 2005 and with the help of Liverpool Hospitals' Newborn Intensive Care Unit (NICU), Miracle Babies Foundation was formed by a group of mothers of premature and sick newborns. All bonded together by their NICU experiences, they shared the same common desire of wanting to support other families of miracle babies and give back to the wonderful hospitals that care for them.

As parents who have lived the journey with a premature or sick baby and beyond, we offer the kind of support no medical team can. Guidance, steady encouragement and a community that truly understands. Our community of lived experience is shaping futures and making positive change for today's and tomorrow's generations, to reduce the burden and improve long-term outcomes for years to come.

We bring:

- A community that can guide and educate - improving the health and well-being of the entire family, for a lifetime.
- A community that supports and nurtures through connection and shared experiences, for the entire journey.
- A community that is bold enough to use our voices for positive change.

A community to light and lead the way.

We're here for the entire journey, from a high-risk pregnancy, during a baby's neonatal stay and well beyond, for a lifetime.

- **Peer Support** – in hospital, after discharge and for years after
- **Education** – through family resources and an online information hub
- **Advocacy** - awareness and involvement in research – our voices are influencing positive change.



Our Purpose

To improve, support and enhance all lives impacted by a premature or sick birth.



Our Vision

A happy and thriving future for all families



Our Values & Qualities

Empathy
Community
Commitment
Respect



Our Mission

Working in partnership with families and health professionals, we provide a community of shared experiences, peer emotional support and access to education and evidence-based information. We use our parent voice in research and advocacy to influence positive change. Our life-saving and life-changing work aims to enhance lives for all to reach their potential.

An Independent Study conducted by *The Impact Institute* showed that Miracle Babies' support programs:



Increased parental engagement within the NICU



Improved breastfeeding success



Improved parental mental health
Reduced parental stress



Improved social connection



Improved attachment and bonding



Empowered parents to make informed health choices

NurtureProgram and it's impact

NurtureTime

NurtureTime, in -hospital support is facilitated by caring parents who themselves have experienced the birth of a premature of sick newborn.

NurtureGroup

NurtureGroup is a free support and play group for families who have been impacted by a premature or sick birth with time in a neonatal unit or who have a prenatal anomaly, injury or condition diagnosed in the first 5 years of life resulting in ongoing medical challenges.

NurtureLine

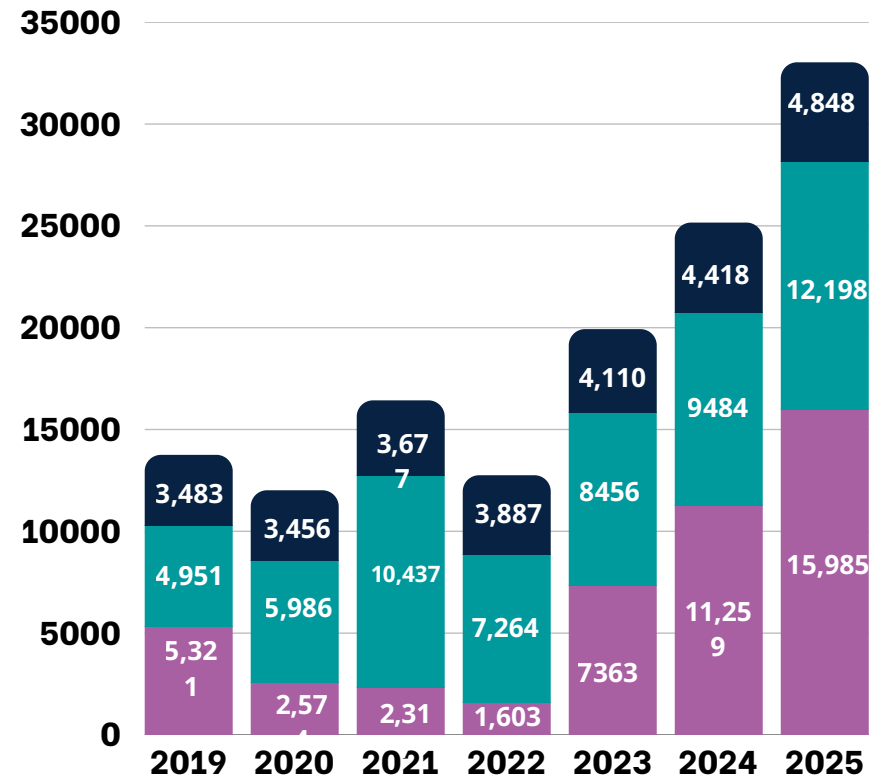
NurtureLine is a free family support helpline catering for families with a high-risk pregnancy, the hospital journey with a baby currently in the Neonatal unit, the transition to home and onwards.

NurtureProgram Resources

We supply a range of resources for families with a premature or sick baby, to positively change the experience for families during what can be an emotional and traumatic time.

Special Day NurtureResources

During special occasions such as Mother's Day, Father's Day and Christmas, we provide gifts to families in the neonatal unit.



Our Reach

80k+
Followers
Facebook | Instagram | LinkedIn

17k+ Monthly visitors
to our website
www.miraclebabies.org.au
along with standalone Miracle Moon Walk website
www.miraclemoonwalk.com.au

20k+
Email subscribers
in our database

5+
month
campaign

Miracle Moon Walk Ambassadors



Amber Sherlock

Journalist, television news
presenter and reporter at Nine
Entertainment



Deborah Knight

Journalist and Host Nine News
and a Current Affair



Sam Squiers

Award winning sports journalis at
Fox Sports Australia

Click here for our full list of Miracle Babies ambassadors.

www.miraclemoonwalk.com.au

Miracle Moon Walk

Miracle Babies Foundation's largest event raising awareness and funds to support Australia's premature and sick newborns and their families

What is Miracle Moon Walk?

Miracle Moon Walk is a family-friendly evening fundraising walk supporting families facing the challenges of prematurity and neonatal illness. The event brings together approximately 500~ participants per city, including families, health professionals, corporate teams and community supporters.

Funds raised directly support programs delivered by Miracle Babies Foundation, Australia's leading organisation supporting premature and sick newborns and their families.

Event Snapshot

- **Perth** - 22nd August
- **Sydney** - 12th September
- ~500 Attendees per event
- 7km community walk
- Social Media Storytelling Opportunity
- Media Coverage



Sponsorship Packages

Presenting Partner

\$18,000+ GST

Limited to 2 Presenting Partners only

Presenting Partners will be recognised as the official partners for both Sydney and Perth events

- 8 free event tickets

Pre-Event Exposure:

- Your logo on MMW website homepage, throughout all social media channels in the lead up to the events - both locations
- Your logo acknowledged throughout all major Miracle Moon Walk eDMs (to 20K+ subscribers) and media releases - 5+ months' exposure.
- Sponsor of Matching Donation Drive (pre-event campaign) in week/s lead up to August/September events

Event Exposure:

- Your logo prominently on the start and finish arch (top and sides)
- Your logo printed on walkers' event bib, apparel or bags
- Fully branded scrim at the Main Event Hubs in Sydney and Perth
- Your logo on the event program, provided to all walkers
- Opportunity for gifts or advertising/promotional material provided to all walkers
- Opportunity for competitions or activations - to be explored as a team
- Involvement in Welcome Ceremony at events (speaker to be nominated by sponsor)



Sponsorship Packages

Major Sponsor

\$10,000

3 Available

- 4 Tickets to event
- Social media acknowledgement (5 months)
- eDM acknowledgement
- Logo on event program
- Opportunity for gifts for all attendees
- Branding at main event hub
- Bespoke activation/competition
- Media release acknowledgement
- Logo on walker items
- Branded scrim at main event hub
- Acknowledgement during welcome ceremony

Minor Sponsor

\$5,000

- 2 Tickets to event
- Social media acknowledgement (2 months)
- eDM acknowledgement
- Logo on event program
- Opportunity for gifts for all attendees
- Branding at main event hub



Sponsorship Packages



Dedication Wall Sponsor

\$3,000

1 Available

The Dedication wall honours the miracle babies walking on the night and those who have sadly lost their life.

- 2 Tickets to event
- Social media acknowledgement(AUG and Sept
- eDM acknowledgement
- Opportunity for gifts for all attendees
- Your logo exclusively on the giant dedication wall at both Sydney and Perth

Top Fundraising Awards Sponsor

\$5,000

1 Available

The top fundraising team and individual from each city will be awarded. Sponsorship will award these fundraisers with a plaque and a gift recognition.

- 2 Tickets to event
- eDM acknowledgement
- Logo on event program
- Logo on all communications with prize winners
- Opportunity to present prize to winner during ceremony

Sponsorship Packages

Hub Sponsor

\$1,500

3 Available

Create an event Hub experience as families gather before and after the walk.

- 2 Tickets to event
- Logo on event program
- Opportunity for gifts for all attendees
- Branding at main event Hub
- Acknowledgement during welcome ceremony

Mini Moon Walker Sponsor

\$1,000

2 Available - 1 per event

Sponsor of Kids fun and gifts provided on the night.
100+ kids per event

- 2 Tickets to event
- Logo on event program
- Opportunity for gifts for all attendees
- eDM acknowledgment
- Logo alongside kids treats and gifts



Other Opportunities

Sponsorship opportunities

- *NurtureProgram* Christmas Party Sponsor - **\$700***
- *NurtureProgram* Resoucer Packs Sponsorship - **\$6,000 - \$10,000**
- *NurtureTime* In Hospital Support Sponsorship - **\$6,000 - \$10,000**
- *NurtureGroup* Peer Support Sponsorship - **\$10,000***
- Special Days Gifts Sponsorship - **\$15,000+** GST

Fundraising Support

We welcome the support of businesses that are able to donate products, services, or experiences for our events held throughout the year. High-quality items and memorable experiences play an important role in our silent auctions and raffles, helping us drive meaningful fundraising results.

Staff Engagement

We welcome involvement from employees across our community partners to strengthen connections, boost team morale, and build a meaningful, long-term partnership.

Engagement opportunities may include volunteering at Miracle Babies Foundation events, running internal fundraising initiatives, setting up a workplace giving program, or hosting individual staff-led fundraisers.

CONTACT

Your sponsorship will transform lives.
Contact us today to discuss how we can work together.

Phone **1300 622 243**

Email **community@miraclebabies.org.au**

Website **www.miraclebabies.org.au**

