

**2020 CARING HEARTS LUNCHEON
SPONSORSHIP OPPORTUNITIES**



MOTHERS AND INFANTS PROGRAM

*Celebrating
25 years*

WEDNESDAY, FEBRUARY 19, 2020

Michael's on East
1212 East Avenue S., Sarasota

Starting at 11:00 AM

Sponsorship Opportunities

PRESENTING SPONSOR — \$10,000

(\$9,400 tax deductible)

- Introduction and speaking privilege at event
- Exclusive presenting sponsorship — none in same business category
- Twenty luncheon tickets
- Logo/name prominently placed in the event program and inclusion in all remaining event marketing materials, social media and e-blasts as the “Presenting Sponsor”
- Logo prominently placed on the homepage of our website as the “Presenting Sponsor”
- 2 (4' X 2') Banners Hung in high traffic locations at the event
- Table signage at the event

PLATINUM SPONSOR — \$5,000

(\$4,550 tax deductible)

- Introduction at event
- Exclusive sponsorship - none in same business category
- Fifteen luncheon tickets
- Logo prominently placed in the event program and inclusion in all remaining event marketing materials, social media and e-blasts
- Table signage at the event

DIAMOND SPONSOR — \$2,500

(\$2,260 tax deductible)

- Introduction at event
- Eight luncheon tickets
- Logo placed in the event program and inclusion in all remaining event marketing materials, social media and e-blasts

RUBY SPONSOR — \$1,200

(\$1,020 tax deductible)

- Verbal recognition at event
- Six luncheon tickets
- Program listing and inclusion in other event marketing materials

OPAL SPONSOR — \$750

(\$630 tax deductible)

- Verbal recognition at event
- Four luncheon tickets
- Program listing

PEARL SPONSOR — \$500

(\$440 tax deductible)

- Verbal recognition at event
- Two luncheon tickets
- Program listing

GOLDEN PATRON SPONSOR — \$200

(\$140 tax deductible)

- Two luncheon tickets
- Program listing

INDIVIDUAL TICKET — \$75

(\$45 tax deductible)

- One luncheon ticket

Please respond before December 6, 2019, to ensure your sponsorship recognition is included in all remaining event marketing materials, social media and e-blasts.

Sponsorships can also be paid online at www.fsos.org under the 2020 Caring Hearts tab.

FOR MORE INFORMATION contact Caroline Beall at cbeall@fsos.org or 941-552-2046.



The Mothers and Infants Program at First Step provides comprehensive substance abuse treatment for pregnant and postpartum women and their babies.

**CELEBRATING
OVER 460 BABIES
BORN DRUG FREE**

Sponsorship Reservation Form

Please make your sponsorship selection below and **return this form before December 6, 2019**, to ensure your sponsorship recognition is included in all remaining event marketing materials, social media and e-blasts.

We thank you in advance for your support.

- Presenting Sponsorship — \$10,000
- Platinum Sponsorship — \$5,000
- Diamond Sponsorship — \$2,500
- Ruby Sponsorship — \$1,200
- Opal Sponsorship — \$750
- Pearl Sponsorship — \$500
- Golden Patron Sponsorship — \$200
- Individual Ticket — \$75 # of tickets: _____
- I am unable to attend this year, but wish to make a donation of \$ _____

SPONSOR & PAYMENT INFORMATION (PLEASE PRINT)

Business Name: _____

How Name Should Appear in Marketing Materials: _____

Contact Name: _____

Address: _____

City, State and Zip: _____

Phone: _____ E-mail: _____

Total Due: \$ _____

PAYMENT TYPE

- Check (payable to First Step of Sarasota, Inc.)
- Credit Card: Visa MasterCard Discover American Express

Name on Card: _____

Card Number: _____ Expires: _____

Complete this form and email
to Caroline Beall at cbeall@fsos.org,
or mail payment to
4579 Northgate Court, Sarasota, FL 34234
along with your business logo.

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at fsos.org under the 2020 Caring Hearts tab.

For more information
Contact Caroline Beall at cbeall@fsos.org or 941-552-2046.





Mothers and Infants (drug-free babies) Program

Program History

In 1995, First Step began receiving funding for the Drug Free Babies Program from the Florida Legislature through the Florida Department of Children and Families.

Program Description

The Drug Free Babies Program is a substance abuse treatment program for pregnant and postpartum women and their infants.

Utilizing evidence-based clinical practices to address substance abuse, mental health, gender-specific, and trauma-related issues is at the core of the program. After delivery, the infant remains with the mother while she is in treatment, with an average stay of 6 to 8 months. An emphasis is placed on prenatal care, parenting skills, relapse prevention, smoking cessation, life management skills and family reunification. The mothers are also required to pursue vocational training and/or GED preparation, if appropriate, increasing their opportunities for financial stability.

Women admitted to the program are addicted to opiates, benzodiazepines, alcohol, cocaine, and many times, a combination of these drugs. They have experienced physical, sexual, and emotional trauma, and have turned to drugs to cope. The Drug Free Babies program has developed a strong system of care for these women and infants, by collaborating with many community par partners to provide comprehensive services.

Program Accomplishments

Through its inception, this program has seen the drug/alcohol free delivery of more than 460 beautiful babies.

Community Impact of the Program

The National Institute of Drug Abuse states that the cost to society of one drug exposed baby is \$750,000 by the age of 18. 100% of the babies born within this program have been born drug free. This represents a savings of \$330,000,000 to our community over the last 25 years, greater than a 3,000% return on investment on the state funding received to date. The Drug Free Babies program provides tools these moms need to stay drug free and, in turn, their babies are born drug free, increasing the return on investment as the program treats both the mom and the baby.

Program Location

Our Drug Free Babies Program is housed in our Special Services Center at 1726 18th Street, in Sarasota and is a 17-bed residential program.



First Step of Sarasota, Inc.,
is a 501 (c)(3) non-profit organization licensed by the
State of Florida and accredited by CARF.

