



# *Rounds AT THE Grounds*

*The Beginning of an Era*

SUNDAY, SEPTEMBER 1, 2013 AT 5 P.M.  
BASEBALL GROUNDS OF JACKSONVILLE  
301 A. PHILIP RANDOLPH BLVD.

## ABOUT



### *NORTHEAST FLORIDA HEALTHY START COALITION*

In Northeast Florida, too many babies die from preventable causes and lack of health services. At Healthy Start, we believe that every baby deserves the best possible start in life and should be raised by a healthy family in a caring, prosperous community. With cooperative community-based programs and services, the Northeast Florida Healthy Start Coalition is dedicated to reducing infant mortality and improving the health of children, childbearing women and families throughout Northeast Florida.

The Northeast Florida Healthy Start Coalition, Inc. was organized in 1992 as part of a statewide network of community-based organizations. Our Coalition serves Baker, Clay, Duval, Nassau and St. Johns counties and served over 20,501 families in 2012.

### *ROUNDS AT THE GROUNDS*

Rounds at the Grounds is quickly becoming one of Jacksonville's most anticipated annual fundraisers. Held each summer, Rounds features area doctors competing in a celebrity softball tournament at the Baseball Grounds of Jacksonville prior to a Jacksonville Suns' game. The event raises awareness about the high infant mortality rates in Jacksonville and provides strategies to improve birth outcomes. Jacksonville Jaguar and Healthy Start Ambassador Eugene Monroe coached last year's teams and local broadcast personality Al Emerick served as commentator. The event averages 500 attendees, this year our goal is \$60,000 – but we need your help!



For more information or to purchase tickets for the event, visit our 2013 Rounds at the Grounds: Baseball for Babies website at [www.nefhealthystart.org/rounds](http://www.nefhealthystart.org/rounds)



# *Northeast Florida* **HEALTHY START** *Coalition*

*SAVING BABIES. STRENGTHENING FAMILIES. BUILDING COMMUNITIES.*



## *INFANT MORTALITY IN NORTHEAST FLORIDA*

Infant mortality, the death of a baby in the first year of life, is considered a sentinel indicator of the health of a community. It is linked to poverty, education, housing, community and family violence, and access to basic health care. Florida's infant mortality rates are among the highest in the nation, and outcomes in Jacksonville are worse than the state. In 2012, 127 babies in Northeast Florida died before their first birthday. Jacksonville also experiences significant health disparities, with black babies dying at twice the rate of white babies. The leading causes of death are prematurity, low birth weight, birth defects and sleep-related deaths.

## *WHERE THE MONEY GOES*

We're fortunate to have won a challenge grant from a local philanthropic organization, which will match money raised from Rounds at the Grounds dollar for dollar. This money supports the continuation of Healthy Start's "Make a Noise! Make a Difference!" initiative, which educates the community about Jacksonville's high infant mortality rate and provides strategies to prevent these needless infant deaths. This year's activities will focus on health education and community outreach, empowering community members to act as lay health advocates in their own neighborhoods. A portion of proceeds will also help support one of Healthy Start's community-based initiatives, the Azalea Project, which faces possible closure following deep city budget cuts. The Azalea Project, a case management and outreach facility working to reduce Jacksonville's high rate of infant deaths, focuses on substance-involved women of childbearing age.



# 2013 SPONSORSHIP LEVELS

**\$10,000**

Exclusive Sponsor

- 30 Tickets to Round's and Suns' Game
- 30 Tickets to Victory Celebration
- Company representative to throw out ceremonial first pitch during Round's game and Suns game!
- Company representative to provide Opening Ceremony Welcome
- On field recognition during Rounds' and Suns' game
- Logo/Name on Team Jersey (Exclusive)
- Logo/Name on Suns Scoreboard
- Logo/Name on all collateral materials
- Logo/Name in all publicity materials
- Feature article on NEFHSC Website/link and Social Media Sites
- Full-page ad on back of event program booklet
- Company promotional items included in Player's Game Bag

**HOME RUN**

**\$5,000**

Sponsor

- 16 Tickets to Round's and Suns' Game
- 16 Tickets to Victory Celebration
- Logo/Name on Volunteer Jersey
- Logo/Name on Suns Scoreboard
- Logo/Name on all collateral materials
- Name in all publicity materials
- Profile on NEFHSC Website/link and Social Media Sites
- Full-page ad in event program booklet
- Company promotional items included in Player's Game Bag

**ALL STARS**

**\$3,000**

Sponsor

- 8 Tickets to Round's and Suns' Game
- 8 Tickets to Victory Celebration
- Logo/Name prominently featured on Volunteer Jersey
- Logo/Name on Suns Scoreboard
- Logo/Name on all collateral materials
- Name in all publicity materials
- Logo on NEFHSC Website/link and Social Media Sites
- Logo in event program booklet
- Company promotional items included in Player's Game Bag

**VOLUNTEER JERSEY**

**\$3,000**

Sponsor

- 8 Tickets to Round's and Suns' Game
- 8 Tickets to Victory Celebration
- Logo/Name prominently featured on Baseball Hat
- Logo/Name on Volunteer Jersey
- Logo/Name on Suns Scoreboard
- Logo/Name on all collateral materials
- Name in all publicity materials
- Logo on NEFHSC Website/link and Social Media Sites
- Logo in event program booklet
- Company promotional items included in Player's Game Bag

**BASEBALL HAT**



# 2013 SPONSORSHIP LEVELS

CONTINUED...

**\$2,500**  
Sponsor

- 8 Tickets to Round's and Suns' Game
- 8 Tickets to Victory Celebration
- Logo/Name on Volunteer Jersey
- Logo/Name on Suns Scoreboard
- Logo/Name on all collateral materials
- Half page ad in event program
- Name in all publicity materials
- Logo on NEFHSC Website/link and Social Media Sites
- Logo in event program booklet
- Company promotional items included in Player's Game Bag

**MVP**

**\$1,750**  
Sponsor

- 6 Tickets to Round's and Suns' Game
- 6 Tickets to Victory Celebration
- Logo/Name on Volunteer Jersey
- Logo/Name on Suns Scoreboard
- Logo/Name on all collateral materials
- Name in all publicity materials
- Logo on NEFHSC Website/link and Social Media Sites
- Logo in event program booklet
- Company promotional items included in Player's Game Bag

**HEAVY HITTERS**

**\$500**  
Sponsor

- 4 Tickets to Round's and Suns' Game
- 4 Tickets to Victory Celebration
- Name in event program booklet
- Company promotional items included in Player's Game Bag

**FANS**



# Sponsor **COMMITMENT** Form



*The Beginning of an Era*

SUNDAY, SEPTEMBER 1, 2013 AT 5 P.M.

BASEBALL GROUNDS OF JACKSONVILLE

301 A. PHILIP RANDOLPH BLVD.

**PLEASE COMPLETE THE FORM BELOW AND MAIL, FAX OR E-MAIL TO:**

Northeast Florida Healthy Start Coalition | 644 Cesery Blvd., Suite 210 | Jacksonville, FL 32211  
fax: 723.5433 | email: srieger@nefhsc.org

**PLEASE INDICATE LEVEL OF SUPPORT:**

☐ Home Run \$10,000

☐ All Stars \$5,000

☐ Volunteer Jersey \$3,000

☐ Baseball Hat \$3,000

☐ MVP \$2,500

☐ Heavy Hitters \$1,750

☐ Fans \$500

☐ Ticket \$10.50 | Quantity: \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

(As it should appear in all materials)

**Contact Name:** \_\_\_\_\_

**Ticket Contact:** \_\_\_\_\_

(If different from above)

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

☐ Enclosed is my check made payable to: **Northeast Florida Healthy Start Coalition**

☐ Please invoice my organization

☐ Please bill my credit card

**DUE: AUGUST 2**

Please Circle:

Mastercard

Visa

AmEx

CC # \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Sec # \_\_\_\_\_



Thank you for making a difference in the lives of Jacksonville babies!  
Your gift to Healthy Start is tax deductible in accordance with current tax law.





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## 2013 SPONSORSHIP LEVELS

Home Run \$10,000

MVP \$2,500

All Stars \$5,000

Heavy Hitters \$1,750

Volunteer Jersey \$3,000

Fans \$500

Baseball Hat \$3,000

## ROUNDS AT THE GROUNDS

### *Facts*

**WHAT:** "Rounds at the Grounds"

Rounds at the Grounds is quickly becoming one of Jacksonville's most anticipated annual fundraisers. Held each summer, Rounds features area doctors and celebrities competing in a softball tournament at the Baseball Grounds of Jacksonville prior to a Jacksonville Suns' game. The event raises funds and awareness about the high infant mortality rates in Jacksonville, while creating a family fun festivity!

**WHERE:** The Baseball Grounds of Jacksonville

**WHEN:** Sunday, September 1, 2013 at 5:00 pm

**FUNDRAISING GOAL:** \$60,000

**ADMISSION:** \$10.50

**BENEFICIARY:** Northeast Florida Healthy Start Coalition, Inc., a non-profit 501(c)(3) dedicated to reducing infant mortality and improving the health of children, childbearing women and families throughout Northeast Florida.

**CONTACT:** Sara Rieger, 904-723-5422 x103, [srieger@nefhsc.org](mailto:srieger@nefhsc.org)