



The Colette Louise Tisdahl Foundation

Partnering for Hope: The 2026 Sponsorship Portfolio



**A Strategic Blueprint to Helping Families and
Improving Outcomes in Perinatal and Infant Health**

The Challenges Our Families Face

Families we serve are dealing with high-risk and complicated pregnancies, NICU stays, and loss

But there is so much more going on outside of the hospital and doctor's office

\$8,000 Average income loss due to crises

112% Average Federal Poverty Level (FPL)

101 Average number of days in the NICU

85 Average miles one-way to the NICU

\$2,900 Average debt families carry

Meet Colette

Born at 24 weeks and 5 days, after a 3 week hospital stay for mom Michelle, Colette Louise Tisdahl lived for only 9 days, but her legacy far exceeds her short life.

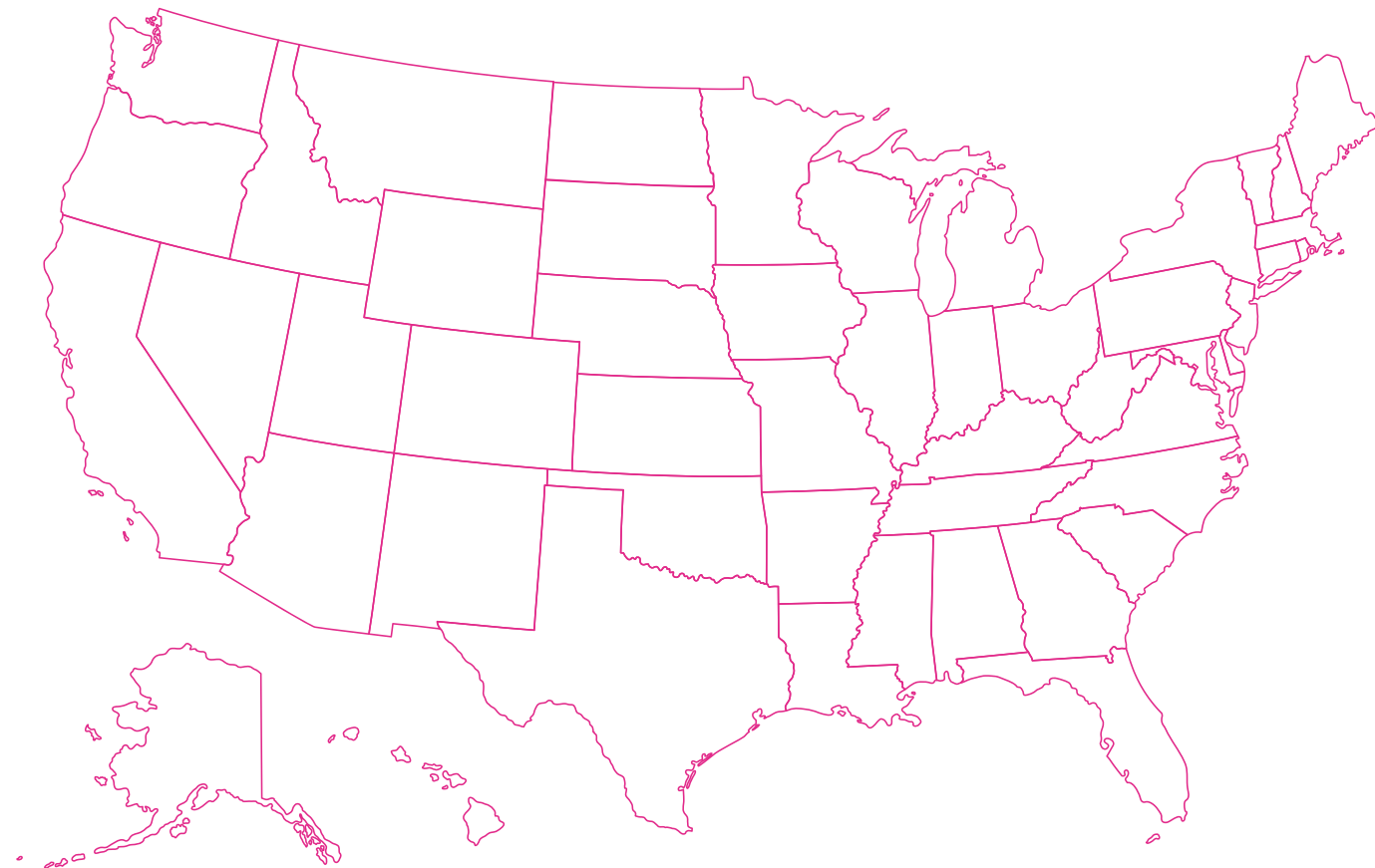
Her parents, Mark and Michelle, recognized their immense privilege: they could focus entirely on their daughter without the crushing weight of financial ruin. They founded this organization to give that exact privilege to every family.

On September 7, 2018, The Colette Louise Tisdahl Foundation was formed with a simple goal: to provide financial assistance to families dealing with high-risk and complicated pregnancies, NICU stays, and loss.



By the Numbers

The Colette Louise Tisdahl Foundation 2018 to Today



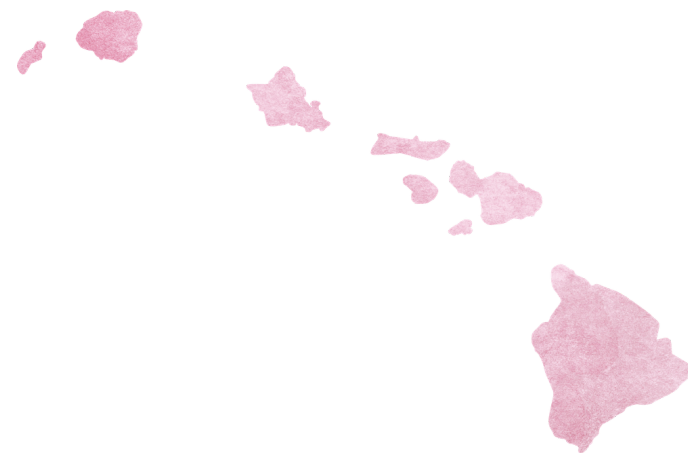
3,800+

FAMILIES HELPED

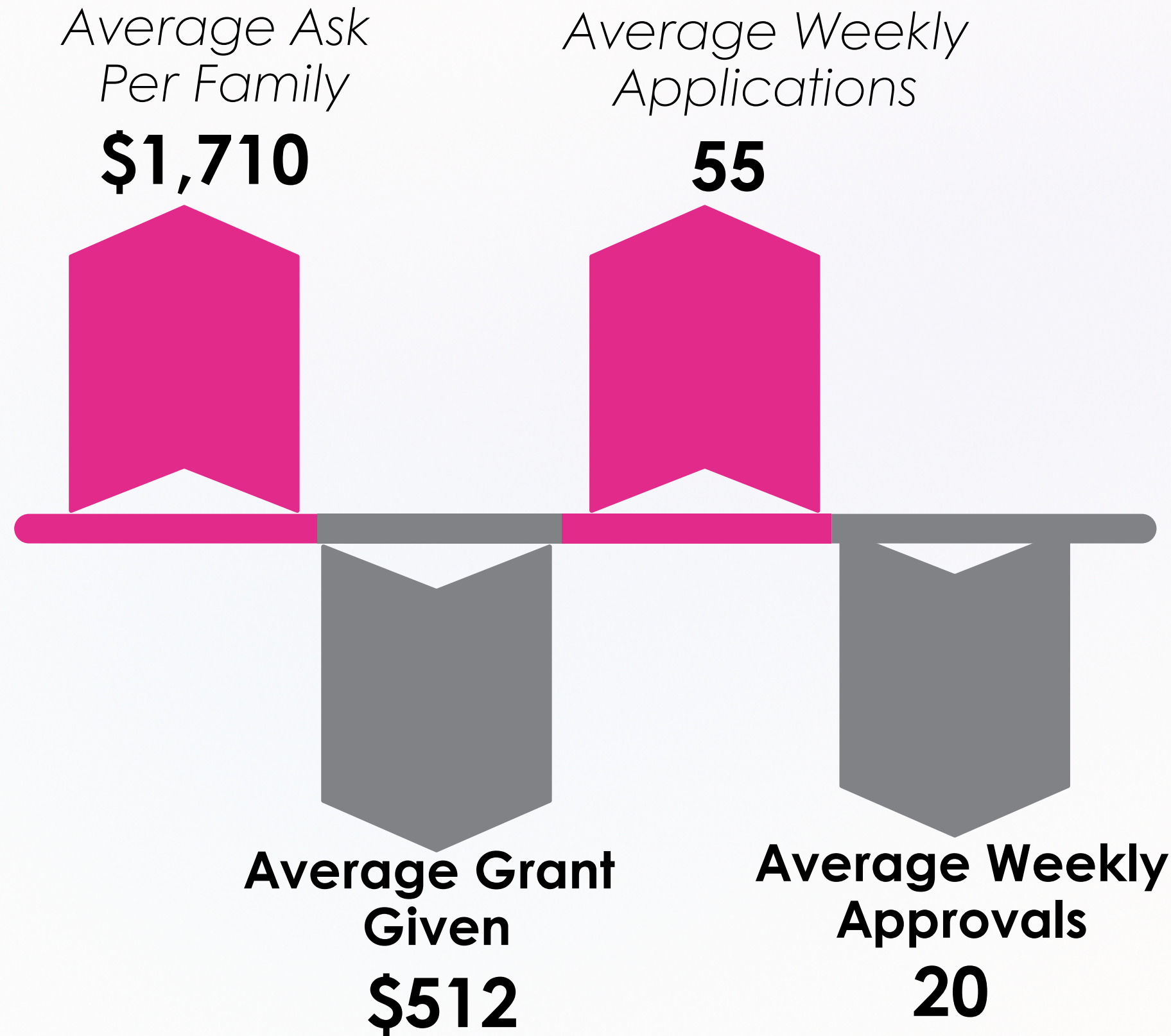
\$2 million+

GRANTS GIVEN

**FAMILIES HAVE BEEN HELPED IN ALL 50
STATES, THE DISTRICT OF COLUMBIA, AND
THE U.S. VIRGIN ISLANDS**



Addressing the Gap



**On average, every week,
35 families are turned
away because of a gap of
over \$40,000 in available
funding weekly**

Premier National Sponsor

\$350,000+

Double the yearly amount of funds distributed to families in crisis

- Naming rights for financial assistance program
- Premium placement on website and newsletter
- Social media features
- Ability to co-host virtual events

“In the midst of such unimaginable grief, your kindness provided comfort and relief.”

Top-Tier Partnerships

Sponsor a Month

\$30,000+

Acknowledged as "This month brought to you by [insert company name]". Includes premium newsletter features and dedicated social media recognition.

Sponsor a Week

\$7,000+

Acknowledged as "This week brought to you by [insert company name]". Includes dedicated week-of digital spotlighting.

Educational Partner

\$5,000+

Expand our educational directory and trainings to the public and providers on topics related to our mission.

"Because of your generosity, I can focus on giving my little one the best possible chance... instead of being consumed by financial worry."

Moments that Matter Partnerships

Sponsor Specific Needs that Families Request

Stock the Fridges

\$55,000/year
\$5,000/month

Approximately 20% of our families report some level of food insecurity. Sponsor these families so they can prioritize the most basic needs of groceries and food.

Going the Distance

\$44,000/year
\$3,500/month

Your monthly sponsorship ensures one family gets to the NICU every day their child is in NICU

And a yearly sponsorship helps 12 families get to the NICU daily

Keep the Lights On

\$15,000/year
\$1,500/month

One-third of our families report being in danger of utility shutoff. Sponsor these families so that they can maintain basic utilities.

Dial the Number

\$10,000/year
\$1,000/month

Approximately 20% of our families report danger of phone shutoff. Sponsor these families so that they can remain connected even when not physically present.

"To receive such a tremendous amount of help when you feel so helpless is a great feeling. I will never forget this blessing."

Digital Partnerships

Speaker Series Sponsor

\$2,500+

Sponsor a dedicated monthly virtual event open to all, featuring a speaker or program specific to our mission.

Opportunity to give a brief intro at virtual event as well as be featured presenter in all marketing of event.

Evergreen Sponsor

\$350

Dedicated spotlight banner on one of our “Colette Gazette” evergreen newsletter issues for ongoing, long-term impact

Monthly Sponsor

\$150

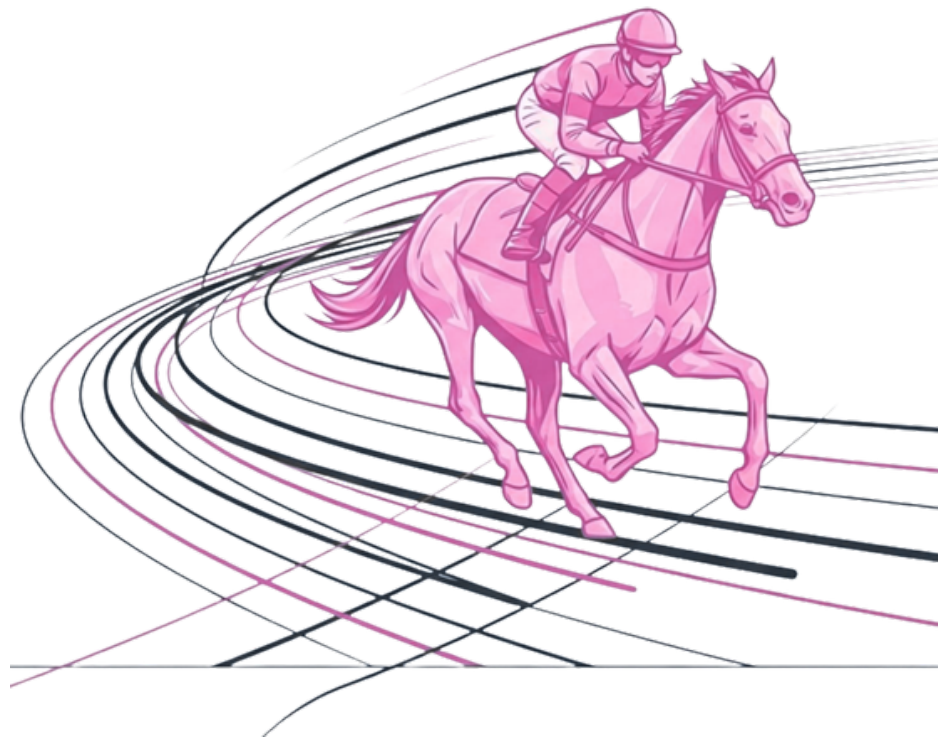
Dedicated spotlight banner on all “Colette Gazette” newsletter broadcasts sent out during the month

“Colette Gazette” Statistics

- Weekly broadcasts
- Evergreen series of emails on specific topics related to perinatal health, NICU, grief, loss, and more
- Over 4,600 subscribers across the United States
- Average 30% open rate

“It was such a relief to know we didn’t have to stress about that bill while we were worried about our son in the NICU and mourning the loss of his brother.”

Returning for a 4th year...our signature event



*October 22, 2026
Lincolnshire, IL*

Night at the Races

The trumpet sounds. The horses run. The thrill of victory. The pulse-pounding experience of a horse racing event.

Companies and individuals sponsor horses, guests place bets, and experience an unforgettable evening of high-stakes fun, with all funds going to the Foundation's financial assistance program.

The Lemonade Award

Given each year to recognize a remarkable individual helping families turn the sourest lemons into lemonade



2026 Honoree:

Suma Karandikar, LCPC
Owner, Thrive Postpartum

Past Winners include:
Illinois State Rep. Tracy Katz Muhl (2025)
Nora Zuckerman, Esq. (2024)
Dr. Shweta Nayak (2023)
Janet Winslow, LCSW (2023)

Premium Level Sponsorships

Winner's Circle

\$12,500+

Presenting sponsor status

Premium table with 10 VIP tickets

Advertising on bar screens all night and in all marketing materials

Prime logo placement on ticketing page

TWO full-page ads in the race guide

FOUR featured social media spotlights

Naming rights for FIVE horses

Backstretch

\$7,500+

Premium table with 10 VIP tickets

Inclusion in the rotating digital sponsor display all night and in all marketing materials

Prime logo placement on ticketing page

ONE full-page ad in the race guide

THREE featured social media spotlights

Naming rights for FIVE horses

Partner Level Sponsorships

Starting Gate

\$5,000

Table with 10 VIP tickets

Inclusion in the rotating digital sponsor display and all marketing materials

Half-page ad in the race guide

TWO social media spotlights

Naming of TWO horses

Be a Hero

\$2,500

Sponsor attendance for 10 frontline workers (nurses, social workers, etc.)

Inclusion in the rotating digital sponsor display all night and in all marketing materials

ONE social media spotlight

Grandstand

\$1,250

8 to 10 tickets

Inclusion in the rotating digital sponsor display all night and in all marketing materials

Naming of ONE horse

Championship Race

\$750

Two event tickets

Inclusion in the rotating digital sponsor display all night and in all marketing materials

Sponsor name announced during the championship race

SOLD OUT

"It was such a relief to know we didn't have to stress about that bill while we were worried about our son in the NICU and mourning the loss of his brother."

Community Sponsorships

Medical Tent

\$1,000

Logo and name in race guide and materials

Inclusion in the rotating digital sponsor display all night and in all marketing materials

Limited to healthcare organizations only

Race Sponsor

\$500

Inclusion in the

SOLD OUT

rotating digital sponsor display all night and in all marketing materials

Name announced during race

Clubhouse

\$250

Inclusion in the rotating digital sponsor display all night and in all marketing materials

Nonprofit Partner

\$100

Inclusion in the rotating digital sponsor display all night and in all marketing materials

Logo on website year round as a nonprofit partner

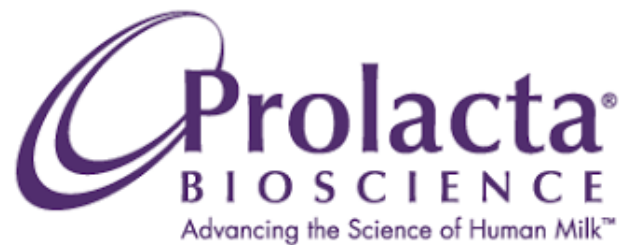
Need to have \$1 million budget or below

"It was instant reassurance for us as parents that...we could still give our daughter the absolute best care, and that we could focus on JUST her finally."

Previous Sponsors



PRIYA
REDNAM
WALDO



Partner with Us

Join us to transform outcomes for families
navigating
their most challenging moments.

**Contact Michelle at
michelle@colettelouise.com**