



<http://www.FreshStartsBabyShower.com>

Welcome to the Fresh Starts Community Baby Shower, an annual event hosted by State Representative Antonio Parkinson in Memphis, TN. As a key initiative in the fight against infant mortality, this gathering is essential for anyone looking to support new mothers, families, and infants. Each year, on the Saturday before Thanksgiving, five hundred guests join us for a day filled with education, celebration, and opportunities for growth.

Community partners come together to provide a variety of essential resources, offering guidance and support to attendees. Whether you are a mother-to-be, a new parent, or someone who wants to offer support, this event is not to be missed. Celebrate new beginnings, family, and

empowerment with us as we focus on all things pregnancy, baby, and parenting.

The Fresh Starts Community Baby Shower is dedicated to educating and empowering new and expecting mothers. Our mission is to offer valuable information on maintaining a healthy pregnancy, raising a healthy child, and leading a healthy lifestyle. Join us to learn, connect, and grow with others in your community!

### What is a community baby shower?

A community baby shower is just like a baby shower at your home but on a much larger scale. At Fresh Starts Community Baby Shower, we educate and have fun while doing it! With close to 500 in attendance, we play fun games, give away great prizes while educating and empowering the new and expecting mothers.







## Why a Community Baby Shower?

Memphis has the highest infant mortality rate among the nation's 60 largest cities. Baby deaths in Memphis are double that of the average rate of the national. **An infant dies in Shelby County every 43 hours.**

In 2002, 202 babies did not see their first birthday. Think about that. That is enough babies to fill 10 kindergarten classrooms. Several Memphis ZIP codes have infant death rates higher than scores of Third World countries. North Memphis' 38108, which include the tattered communities of Douglass and Hollywood, are deadlier for babies than Vietnam, El Salvador, and Iran. Infant mortality is the barometer of a community's problems:

- poverty,
- pollution,

- crime,
- lack of education,
- access to health care and
- safe, affordable housing.

***Although, Black mothers nationwide are more than twice as likely to lose a child before age 1 than other women, Fresh Starts Community Baby Shower targets all races and backgrounds in the City of Memphis that are at risk of losing children prematurely. Memphis' infant death rate is higher than New York City and Dallas combined.***



Local political and community leaders, alongside organizations like Fresh Starts Community Baby Shower, have increasingly recognized the urgent crisis of infant mortality in Memphis. For example, in 2022, Memphis' high infant mortality underscored the compelling need for ongoing and coordinated action. Although efforts to address these challenges have grown, they remain fragmented, with many programs disappearing as funding fluctuated. Despite these obstacles, FSCBS has remained a consistent and steadfast advocate in the fight to lower infant mortality, providing vital support and resources for vulnerable families across the city.

More than 60 percent of city high school students report to be sexually active, and a third have had four or more partners. Shelby County's teen pregnancy has declined, but it remains among the nation's highest demonstrating that, even with progress, our community still faces significant challenges that require collective action. Prematurity stands as the leading cause of infant deaths in Memphis and across the United States, accounting for at least 60 percent of these

losses. In about half of these cases, the exact reasons for premature birth remain unknown.

Mothers experiencing economic or social hardship often encounter increased risks—such as limited access to nutritious food, quality prenatal care, or stable housing—that can contribute to early births. Due to various social and economic pressures, some mothers may face increased risks such as substance use or exposure to abuse.

Unplanned or closely spaced pregnancies and insufficient prenatal care are also more prevalent in these circumstances. Many young mothers, including teenagers and those who have left school early, may have difficulty accessing timely, comprehensive healthcare.

Shelby County's eleven public health clinics, located in neighborhoods with the greatest need, serve thousands of patients each year, including many teens and their families—seeking reproductive health and prenatal services.

Thousands more rely on Medicaid and private providers. Yet, last year, 604 mothers received no prenatal care, and hundreds more had insufficient care. At least one-third of pregnant teens did not receive adequate support during pregnancy.

This landscape underscores the vital importance of events like the Community Baby Shower. By joining us, you can help support local families, learn about vital health resources, and make a difference in our community's future. We invite you to be part of a unique opportunity to raise awareness, empower expectant and new mothers, and celebrate the promise of healthy beginnings. Your involvement helps ensure every child and family has the chance to thrive.

Here is a link to pictures and video from last year's Fresh Starts Community Baby Shower:

[https://www.youtube.com/watch?feature=player\\_detailpage&v=AfGxnnCc7Us](https://www.youtube.com/watch?feature=player_detailpage&v=AfGxnnCc7Us)

<https://www.youtube.com/watch?v=DNtRszYzqGc>

<https://www.facebook.com/media/set/?set=a.584663031606135.1073741827.158520904220352&type=1&l=52300af583>

Dear Community Supporter:

Join us in making a difference! We invite you to become a sponsor and partner with The Fresh Starts Community Baby Shower, held annually at Breath of Life Christian Center. This event promotes healthy pregnancies, family, and provides empowerment for expectant and new mothers in our Memphis community. Here's your opportunity to give education and health resources, as well as new items for healthy pregnancies, newborn rearing, and lifestyle choices. Let's work together for a brighter future for families in need.

The event is **free**. **Guests must pre-register through the website.** [www.FreshStartsBabyShower.com](http://www.FreshStartsBabyShower.com)

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## Who attends Fresh Starts Community Baby Shower?

- Parents
- Non Profits
- Mentors
- Elected Officials
- Healthcare Professionals
- Pediatricians
- OBGYN Doctors
- Breast Feeding Centers
- Day Care Providers
- D.H.S.
- W.I.C.
- Educators
- Students
- Employers
- College Recruiters
- Business owners
- Clergy
- Law Enforcement
- Seniors
- Community Leaders
- Adaption & Foster Care Services
- And more.





## EVENT SCHEDULE AND AGENDA

8 - 9:00 am .....	Sponsor/Vendor Setup
9 - 10:00 am.....	Guest Arrival and Booth Presentation
10 - 1:40 pm .....	Speakers/Games/Prizes
1:40 - 2:00 pm .....	Lunch/Close

## Subject Matter Expert Speakers

- The birth process
- Becoming a **Good** Mother
- Your Healthy Pregnancy – Prenatal, Diet, Rest, Exercise, Smoking, Drug & Alcohol Use, Etc.
- Signs of Pre-Term Labor
- Your Child's Father
- Motivational speakers
- Breast Feeding
- Day of Delivery Expectations
- Pregnancy and HIV
- Free Health Screenings
- Financial Literacy
- Employment Information
- Mentorship
- Voter registration and education





New and expecting moms will leave with baskets loaded with baby items: diapers, wipes, baby powder, and more!

Lunch will be provided for expectant mothers, mentors and volunteers and vendors.



## Past Participants

- Walmart
- Memphis and Shelby County Health Dept.
- Walgreens
- CVS Pharmacy
- Kimberly-Clark (Huggies)
- Protector & Gamble (Pampers)
- Regional One Hospital
- Baptist Healthcare
- Methodist Lebonhuer Healthcare
- City of Memphis
- Shelby County Government
- State of Tennessee
- Memphis, Light, Gas and Water
- Girls, Inc.
- Frayser Exchange Club
- Exchange Club Family Center
- Frayser Community Development Corporation
- Raleigh Community Development Corporation
- WMC TV 5
- LeMoyne Owen College
- TennderCare and more...

## Fresh Starts Community Baby Shower provides opportunities for visibility, awareness, and product placement for businesses.

Fresh Starts Community Baby Shower provides a unique opportunity to showcase products and services to the Memphis market. With an estimated 500+ attendees, majority women, you will not want to miss this chance to make your brand known.

If you are a business owner, RSVP now with your sponsorship to claim your spot at this must-attend event!

### Get involved!



We recognize your organization's leadership, service, and contribution in the Memphis community. Enclosed is key information that details sponsorship opportunities.

To take full advantage of your chosen level of sponsorship, please complete and return the enclosed **Letter of Intent** as soon as possible.

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For additional information, please contact Antonio Parkinson at email: <mailto:info@blackmarketstrategies.org>. Thank you for your support of community. We look forward to developing a lasting and continued partnership with you, your business and/or organization.

Sincerely,

Antonio Parkinson  
State Representative  
Founder

## BENEFITS OF SPONSORSHIP

### PRESENTING SPONSOR - \$10,000

- The ***Fresh Starts Community Baby Shower*** will officially be renamed using your company name (e.g., XYZ Company presents ***The Fresh Starts Community Baby Shower***). This name will cover every event associated with the event schedule.) This sponsorship is available only to one sponsor and is available on a first-come basis. Deadline for all sponsorships is the 1st of October each year. The Presenting Sponsor has the right to first refusal to serve as Presenting Sponsor for the following year's event.
- Your company's name and/or logo will be included in radio and television advertising and/or print advertising (newspaper ads, posters, postcard fliers, press releases) promoting the event.
- A banner will be displayed in your company's name in a prominent position during the event.
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo placed on even tee shirts.
- Spotlight company during events via verbal recognition



- Your company will be provided first choice of booth space at ***Fresh Starts Community Baby Shower***. Competitors within your industry will not be able to sponsor the event at any level above Gold. (available on a first-come basis)
- Your company will be presented with a certificate of appreciation after the event.

## PLATINUM SPONSOR- \$7,500

- Your company's name and/or logo will be included in radio and television advertising as well as print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo placed on even tee shirts.
- Spotlight company during events via verbal recognition
- Your company will be provided a first-tier choice of booth space at ***The Fresh Starts Community Baby Shower***.
- Your company will be presented with a certificate of appreciation after the event.

## GOLD SPONSOR- \$5,000

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Community Baby Shower via verbal recognition
- Your company will be provided booth space at ***The Fresh Starts Community Baby Shower.***
- Your company will be presented with a certificate of appreciation after the event.

## SILVER SPONSOR- \$2500

- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during the event via verbal recognition
- Your company will be provided booth space at ***The Fresh Starts Community Baby Shower.***
- Your company will be presented with a certificate of appreciation after the event.

## Vendors

### ◆ Booths - \$325

1 Table and 2 chairs are provided for sponsors and vendors.

Sponsor and vendor tables will be located in the same room as space permits. Sponsors will receive priority when choosing table locations based on sponsorship level. Vendors will follow based on when their vendor fee was received.

# Fresh Starts Community Baby Shower

## Letter of Intent

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(Company name)

We intend to be a: ☐ **Presenting**   ☐ **Platinum**   ☐ **Gold**   ☐ **Silver**  
☐ **Vendor**

(Check appropriate box)

**Please scan the QR code below or make check payable to: Black Market Strategies c/o Fresh Starts Community Baby Shower.**

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

**Email:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**POC Phone:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Please send to:** Black Market Strategies  
P.O Box 281376  
Memphis, TN 38168  
**E-mail:** [info@BlackMarketStrategies.com](mailto:info@BlackMarketStrategies.com)

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For Office Use Only

Amount Received: \$ \_\_\_\_\_ Form of Payment: \_\_\_\_\_

Received By (Please

Print): \_\_\_\_\_ Received

By (Please Sign): \_\_\_\_\_ Date: \_\_\_\_\_

