FreshStarts

COMMUNITY BABY SHOWER

Every New Life Deserves a Fresh Start.

2026 Sponsor & Vendor Partnership Package

19 Years of Education • Empowerment • Celebration • Community

Saturday, November 21, 2026 | 10:00 a.m.–2:00 p.m.
The Dwelling Place Christian Church
3034 Old Austin Peay Hwy | Memphis, TN 38128

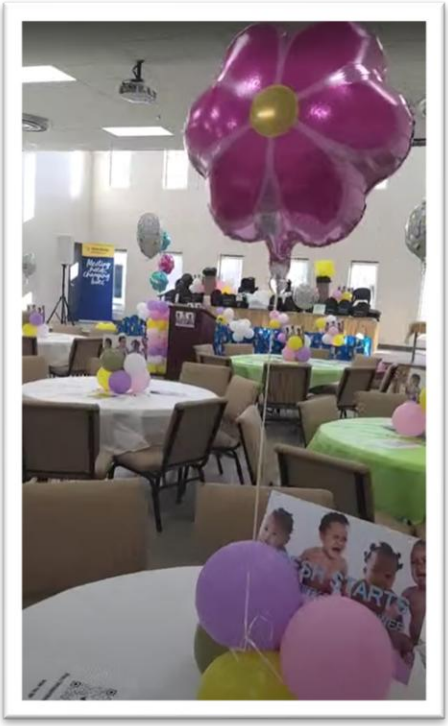
Hosted by State Representative Antonio Parkinson

FreshStartsBabyShower.com
info@FreshStartsBabyShower.org

WHAT IS FRESH STARTS?

Imagine a Baby Shower in Your Own Home...

But on a MUCH Larger Scale!



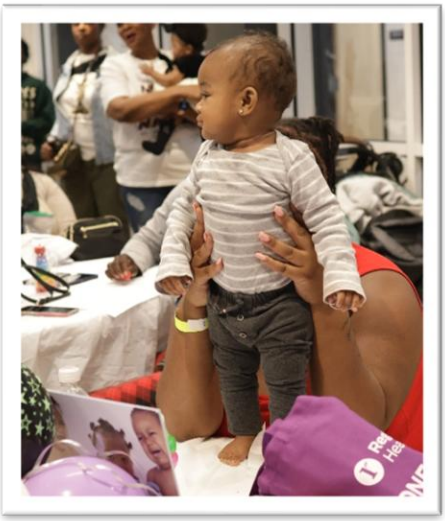
Music. Food. Fun. Games. Prizes. Education. Resources. Empowerment.

That's the Fresh Starts Community Baby Shower.

For 19 years, Fresh Starts has brought the excitement and warmth of a traditional baby shower together with something even bigger: an entire community coming together to support new and expecting mothers, babies and families.

Fresh Starts is the largest community baby shower in the state of Tennessee and the longest-running event of its kind in Tennessee.

But Fresh Starts is about more than size. It is about impact.



New and expecting mothers come together with healthcare professionals, community organizations, businesses, educators and leaders for a high-energy day designed to help families learn, connect, celebrate and prepare for one of life's greatest journeys—welcoming a new baby.

Guests enjoy music, food, games and exciting prize giveaways while gaining valuable information about pregnancy, childbirth, breastfeeding, infant safety, healthy lifestyles, parenting, financial literacy, employment, mentorship and community resources. The existing program demonstrates this combination of education, entertainment, resources and giveaways throughout the event experience.

This isn't just another event.

It's a Baby Shower for the Community!

And there is one Fresh Starts tradition families can count on:



We're Always the Saturday Before Thanksgiving.

NOVEMBER 21, 2026 | 10 AM–2 PM

The Dwelling place Christian Church

3034 Old Austin Peay Hwy

Memphis, TN 38128

WHY FRESH STARTS MATTERS

Healthy Babies Start With Supported Families.

Behind all the music, laughter, games and celebration is a serious purpose.

Fresh Starts was created to help address infant mortality and to educate and empower new and expecting mothers with information that can contribute to healthier pregnancies, healthier babies and healthier families.

The existing Fresh Starts materials identify challenges affecting families that include access to prenatal healthcare, nutrition, education, stable housing and other social and economic conditions. They also identify prematurity and inadequate prenatal care as important concerns addressed through education and access to resources.

Fresh Starts brings resources directly into the community.

At Fresh Starts, families can connect with information and resources involving:

Healthy Pregnancy • Prenatal Care • Breastfeeding • Infant Safety • Preterm Labor Awareness • Nutrition • Health Screenings • Parenting • Financial Literacy • Employment • Mentorship • Community Services

And families don't simply leave with information. The event is interactive and designed around educational and motivational speakers interspersed with games and prize giveaways, culminating in gifts and baby supplies for participating families.

When We Invest in Mothers, We Invest in Generations.



THE FRESH STARTS EXPERIENCE

Education Meets Celebration!



Fresh Starts believes important information doesn't have to be delivered in an ordinary way.

We educate.

We celebrate while doing it.

From the moment families arrive, Fresh Starts is designed to feel like a giant baby shower—filled with energy, community and opportunities to learn.

LEARN.

Healthcare professionals, subject-matter experts and community leaders share practical information families can use.



CONNECT.

Parents meet organizations providing healthcare, family services, education, employment opportunities and other community resources.

CELEBRATE.

Music, games, food, prizes and giveaways create the excitement families expect from a baby shower.

LEAVE EMPOWERED.

Families leave with more than memories. They leave with information, connections, encouragement and baby essentials.

The source package describes approximately 500 attendees and identifies parents, healthcare professionals, pediatricians, OB-GYN physicians, breastfeeding centers, childcare providers, educators, businesses, clergy, community leaders and others among the audiences participating in Fresh Starts.

Nearly 500 Reasons to Make an Impact.

WHY PARTNER WITH FRESH STARTS?

Put Your Brand Behind a Fresh Start.

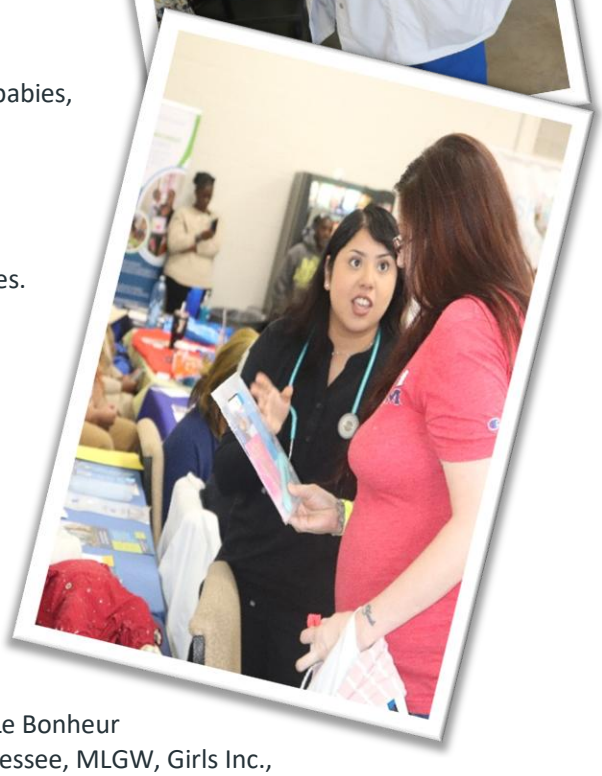
Your sponsorship does more than put your logo in the room.

It places your organization alongside a community effort dedicated to helping mothers, babies and families thrive.

Fresh Starts gives businesses and organizations an opportunity to connect with families while demonstrating meaningful investment in the Memphis community.







BUILD BRAND VISIBILITY

Position your organization before families, community stakeholders and participating organizations.

CONNECT FACE-TO-FACE

Engage directly with attendees through an on-site presence and booth opportunities included with qualifying sponsorships.

SHOW COMMUNITY LEADERSHIP

Align your organization with an established event focused on mothers, babies, healthy families and community empowerment.

PUT PRODUCTS & RESOURCES INTO ACTION

Introduce families to relevant products, programs, services and resources.

MAKE A MEANINGFUL COMMUNITY INVESTMENT

Help create an experience that combines education, resources, celebration and support for Memphis families.

Past Participants & Community Partners

The existing package identifies past participation from organizations including Walmart, Memphis and Shelby County Health Department, Walgreens, CVS Pharmacy, Kimberly-Clark/Huggies, Procter & Gamble/Pampers, Regional One Health, Baptist Healthcare, Methodist Le Bonheur Healthcare, City of Memphis, Shelby County Government, State of Tennessee, MLGW, Girls Inc., WMC-TV 5, LeMoyne-Owen College and others.

Past participation does not imply sponsorship or participation in the 2026 event. **Your Organization Could Be Part of What's Next.**

2026 SPONSORSHIP OPPORTUNITIES

Invest in a Fresh Start.



PRESENTING SPONSOR — $10,000

Premier Partnership Opportunity

- Event naming association: [Company] presents the Fresh Starts Community Baby Shower
- Company name/logo inclusion in identified radio, television and/or print promotion
- Prominent event banner recognition
- On-air participation opportunities when available
- Logo and website link on event website
- Logo placement on event T-shirts
- Verbal recognition during the event
- First choice of booth space
- Industry-category protection above the Gold sponsorship level, subject to availability
- Certificate of appreciation
- First right of refusal for the following year's Presenting Sponsorship

The existing package limits this opportunity to one Presenting Sponsor.

PLATINUM SPONSOR — $7,500

- Company name/logo included in identified promotional advertising
- Logo and website link on event website
- Logo placement on event T-shirts
- Verbal recognition during the event
- First-tier booth placement
- Certificate of appreciation

GOLD SPONSOR — $5,000

- Company name/logo included in identified print promotion
- Logo and website link on event website
- Verbal recognition during the event
- Booth space
- Certificate of appreciation

SILVER SPONSOR — $2,500

- Logo and website link on event website
- Verbal recognition during the event
- Booth space
- Certificate of appreciation

BE SEEN. BE INVOLVED. MAKE AN IMPACT.

VENDOR OPPORTUNITIES

Bring Your Business to the Baby Shower!

VENDOR BOOTH — $325

Fresh Starts isn't only an opportunity to display your organization.

It's an opportunity to meet the community.

Businesses, nonprofits, healthcare providers and service organizations can connect directly with attendees and introduce products, services, programs and resources relevant to mothers, babies and families.

Each sponsor/vendor space includes:

1 TABLE + 2 CHAIRS

Sponsors receive table-location priority based on sponsorship level. Vendor placement then follows according to when the vendor fee is received, as established in the existing package.

We welcome organizations serving areas such as:

Maternal & Infant Health • Healthcare • Nutrition • Childcare • Education • Family Services • Financial Services • Employment • Insurance • Retail • Community Resources • Parenting & Family Products

Don't Just Advertise to the Community.

Be Part of the Community.

$325 | RESERVE YOUR VENDOR SPACE



BECOME A PARTNER

500+ Guests. One Community. Countless Fresh Starts.

For 19 years, Fresh Starts has brought people together around one powerful idea:

Every New Life Deserves a Fresh Start.

Now we're inviting your organization to be part of what happens next.

Whether you join us as a corporate sponsor, healthcare partner, nonprofit, community organization or vendor, your participation helps create an environment where new and expecting mothers can learn, connect, celebrate and leave better equipped for the journey ahead.

BECOME A SPONSOR.

BECOME A VENDOR.

BECOME A COMMUNITY PARTNER.

SCAN TO BECOME A 2026 PARTNER



