



Non-profit ID 47-4993828

2024 Shoals Mom Prom Sponsorship Information

We are EXCITED to announce that this year's prom will be featured on the W.C. Handy Event list and calendar! Our top three sponsorship tiers will be mentioned in the 35,000+ Handy Fest fliers distributed locally, as well as have their logo displayed on our flier when posted on the W.C. Handy website along with all of our organizational media outlets including social, web, and print.

Will you go to Prom with us?

You are invited to officially sponsor the 6th Annual Shoals Mom Prom benefitting Safer Birth in Bama, a 501(c)(3) nonprofit organization. This event will be held from 7:00-11:00 pm on July 19, 2024 at Singin' River LIVE at Singin' River Brewing on 526 E College Street, Florence, AL 35630. In addition to our regular ticketed Mom Prom festivities, we will be offering a public Handy block party with food trucks & fun! We are excited about more exposure for our sponsors and higher awareness for our cause.

Helping our Community!

Shoals Mom Prom has raised over \$50,000 in the past 5 years! Your generosity and commitment to this amazing event is appreciated! Because of our generous sponsors this year we were able to financially contribute \$15,000 to the following Alabama organizations as they work to prioritize an evidence based increase of access to care: Alabama Birth Coalition, Alabama Midwives Alliance, ACNM Alabama, Eliza's Legacy, Oasis Birth Center, Alabama Birth Center, Birthwell Partners, and Alabama Prison Birth Project. We were also incredibly grateful for the opportunity to provide assistance with start-up costs as well as basic equipment for two new midwives choosing to serve rural/underserved areas of Alabama. Additionally, board member Debra Harris, RN is an Evidence Based Birth instructor in the Tuscaloosa area. Through SBB and a partnership with Evidence Based Birth she was able to provide courses free of charge to professionals and consumers in the community she serves. In 2023, our prom attendees and their generosity allowed us to provide community grants for Women and Children's Counseling, LLC, and Shoals Women's Clinic. We are certain that with help from generous supporters like you we will continue to make a powerful impact for Alabama families!

Join the Party Today - Become a Sponsor!

Shoals Mom Prom is a high-profile, sold-out event in the Shoals area. Our 2018 Mom Prom was featured in VIP Shoals Magazine, Shoals Woman of the Year Magazine, and the Times Daily. Every sponsorship offers a unique opportunity to advertise to a large number of women from the Shoals community and surrounding areas. Our event attendees value your philanthropic sponsorship because it directly and positively impacts the community. Your sponsorship also extends beyond attendees through print, social media, & broadcasts. Your tax-deductible sponsorship supports Safer Birth's mission to increase access to high quality, evidence-based maternity care in all settings, & improve outcomes for mothers and babies, while informing Alabama about our current statistics surrounding maternal and infant health.

Sponsorship Levels

Platinum Sponsor- \$10,000 - One Corporate Host

- Your Logo will appear in all print & non-print pre-event advertising including: posters, website, social media coverage, and the aforementioned W.C. Handy local fliers (35,000 printed) and city media advertisements.
- Your Logo will be included on photobooth photos, videos, and on the red carpet banner.
- Your company is mentioned by name and thanked throughout the event.
- Signage near food and bar.
- You may provide us with promo items to be included in swag bags (250 will be prepared).
- 8 complimentary tickets for attendees of your choice.
- RECEIVE CATEGORY EXCLUSIVITY AMONG MAJOR SPONSORS.

Diamond Sponsorship- \$5,000 - 1 Sponsorship Available

- Your Logo will appear in all print & non-print pre-event advertising including: posters, website, social media coverage, and the aforementioned W.C. Handy local fliers (35,000 printed) and city media advertisements
- Your Logo will be included on photobooth photos, videos, and on the red carpet banner..
- Your company is mentioned by name and thanked throughout the event.
- Your company will receive public Advertisements near the outdoor entry band and food trucks.
- You may provide us with promo items to be included in swag bags (250 will be prepared).
- 8 complimentary tickets for attendees of your choice.
- RECEIVE CATEGORY EXCLUSIVITY AMONG MAJOR SPONSORS.

Gold Sponsorship - \$2,500 - 2 Sponsorships Available

- Your Logo will appear in all print & non-print pre-event advertising including: posters, website, social media coverage, and your business name will be mentioned in the W.C. Handy local fliers (35,000 printed) and city media advertisements.
- Your Logo will be included on photobooth photos, videos, and on the red carpet banner.
- Signage on standing tables.
- You may provide us with promo items to be included in swag bags (250 will be prepared).
- 4 complimentary tickets for attendees of your choice.
- RECEIVE CATEGORY EXCLUSIVITY AMONG MAJOR SPONSORS.

Ruby Sponsorship - \$1000 - 10 Sponsorships Available

- Your Logo will appear on the Red Carpet Banner.
- Receive social media shout outs, will be included on the Safer Birth in Bama website with your company logo, and on printed posters.
- You may provide us with promo items to be included in swag bags (250 will be prepared).
- Your company will be mentioned in the evening's announcements.
- 2 complimentary tickets for attendees.

Emerald- \$500- 10 Sponsorships Available

- Logo on Red Carpet Banner
- Social media shout outs, your company name and logo listed on the Safer Birth in Bama website and on printed posters.
- You may provide us with promo items to be included in swag bags (250 will be prepared).
- our company will be mentioned in the evening announcements.
- 2 complimentary tickets for attendees of your choice.

Sponsorship Levels Continued

Sapphire - \$250- 10 Sponsorships Available

- You may provide us with promo items to be included in swag bags (250 will be prepared).
- Your company will be listed on the event website for the year 2024 and on Safer Birth social media accounts.
- 1 complimentary ticket for the attendee of your choice.

Cubic Zirconia Sponsor! (Friends of Safer Birth) \$100 - Unlimited Sponsorships Available

- Your business will be listed as a friend of Safer Birth in Bama on the event website and receive a social media shout-out.
- You may provide us with promo items to be included in swag bags (250 will be prepared).

Additional Sponsorship Information

Sponsorships will be accepted and processed in the order in which they are received. Shoals Mom Prom and Safer Birth in Bama maintains the right to limit sponsorship of duplicate business types as well as to politely decline if your offer of sponsorship conflicts with the category exclusivity of our top tiers.

******Please read the following carefully. Deadlines are final to ensure proper printing and maximum advertisement.**

- We will need a high quality .png, .jpeg, or .ai file logo e-mailed to info@saferbirthinbama.org ***within 5 business days of receipt of sponsorship***. If you are a previous sponsor please let us know if you have any changes, otherwise we have your logo on file.

DEADLINE FOR SPONSORSHIP IS April 25th, 2024! The sooner we know the more exposure you are guaranteed!

- The first 250 attendees to arrive will receive a swag bag. ***Items must be received by June 1st.*** Suggested items: Pop Sockets, Hand Sanitizer, Pens, Pencils, Lip Balms, Percent off of services/ purchase, Free Appetizer/Treat,

Sewing Kits, Mirrors, Keychains, Lotions, Phone Wallets, Books of Matches, etc. **Payment Information:** Checks may be made payable to “Safer Birth in Bama, Inc.” and may be mailed to the address below. **Please remit payment within 1 week of confirmed sponsorship or contact us to make alternative arrangements.**

- **Mailing Address:** ATTN: Safer Birth in Bama
3960 County Road 30,
Florence, Alabama 35634
- **Contact Information:** info@saferbirthinbama.org ATTN: Mom Prom
256.627.0092- Haley Crowell
256.740.9577 - Jessica Thompson

About Safer Birth in Bama

Safer Birth in Bama formed in September of 2015 in Lauderdale County with the important goals of increasing access to care, improving outcomes, and informing Alabama citizens about the issues surrounding the maternity care crisis that is currently facing our beautiful state. We are founded and established as 501(c)(3) with the IRS and all donations, monetary and in-kind, to our organization are considered fully tax deductible.

Alabama had the 3rd highest infant mortality rate in the nation between 2011-2013.

Alabama is a failure state for premature birth according to the March of Dimes.

Alabama has a severe access to care issue with only 25 of 67 counties currently having a hospital that offers obstetric services. Alabama has the fewest number of physicians and midwives per capita. We have also been ranked as one of the WORST states to have a baby.

We value the lives and safety of our mothers and babies in Alabama. Safety starts with education and awareness. Education leads to research and that in turn leads to change. You can find out more about our work by visiting our website www.saferbirthinbama.org.

It is your generous sponsorship that has helped to make our mission a success and your commitment to protecting the lives and safety of our mothers and babies that will create change for the young families that call Alabama home. We invite you to ask questions and help be a part of this important change.

Thank you in advance for your support.

Sincerely,

The Safer Birth in Bama Team