



SHOALS MOM PROM 2026 | 80s THEME

PRESENTED BY:
Safer Birth in Bama

VENUE
Florence-Lauderdale Coliseum

DATE & TIME:
6 PM CDT, May 9, 2026

www.shoalsmomprom.com

[@shoalsmomprom](https://www.instagram.com/shoalsmomprom)



MISSION & IMPACT

Safer Birth in Bama is a 501(c)(3) nonprofit founded in 2015 by Jessica Thompson, RN, and Dr. Jeremy Thompson. Their mission is to increase access to high-quality, evidence-based maternity care across Alabama. As medical professionals and parents of five, including three born outside of a hospital, they understand the gaps families face.

Alabama mothers often struggle to access midwifery or obstetric care. As of 2019, only 28 of 67 counties had a hospital where women could deliver, and this number has continued to drop. Safer Birth in Bama addresses these challenges through education, advocacy, and community support.

Shoals Mom Prom, launched to make a local impact, has raised over **\$60,000** in seven years. Thanks to generous sponsors, we have contributed to organizations including:

Helen Keller Hospital, North Alabama Medical Center, The Dandelion House, Alabama State Nurses Association, Alabama Birth Coalition, Alabama Midwives Alliance, ACNM Alabama, Eliza's Legacy, Oasis Birth Center, Alabama Birth Center, Birthwell Partners, Alabama Prison Birth Project, and Birth Sanctuary Gainesville.

We have also supported new midwives serving rural and underserved areas with start-up assistance and essential equipment.

Our goal is simple: to ensure every family in Alabama can access high-quality, safe, respectful, evidence-based maternity care in the birth setting they choose.



EVENT OVERVIEW

Shoals Mom Prom 2026 is a fun, 80s-themed evening celebrating families and supporting maternal health in Alabama.

Guests Expected:

300-500

Event Layout:

- Tables: Seating for eight (8) guests each.
- Highlights: A DJ and dance floor, 80s-themed décor, photo opportunities, and time to celebrate with friends. A cash bar will be available. Snacks and light food will be provided; a full meal will not be served.

What attendees can expect:

- Music, dancing, and 80s-themed entertainment
- Opportunities to connect with local families, businesses, and community leaders
- A memorable evening while supporting an important cause

Why businesses benefit from sponsoring:

- Brand visibility to local families and the community
- Recognition in event materials, social media, and on-stage mentions
- VIP tickets for clients or staff
- Demonstrates corporate social responsibility and community support



MAJOR SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1 AVAILABLE)

- Exclusive title: “Shoals Mom Prom presented by [Sponsor Name]”
- Logo featured on all billboards and primary event signage
- Recognition in all press releases, event website, and social media
- DJ verbal recognition once per hour during the event
- Full-page ad in printed event program
- Premium vendor table placement (table must be claimed at time of sponsorship commitment)
- Swag bag and promotional item inclusion
- Year-round recognition as a Safer Birth in Bama Legacy Community Partner on saferbirthinbama.org



GOLD SPONSOR (3 AVAILABLE)

- Prominent signage in prime venue areas (stage, dance floor, or bar)
- DJ verbal recognition three times throughout the evening
- Half-page ad in printed event program
- Vendor table at the event (table must be claimed at time of sponsorship commitment; availability limited)
- Swag bag and promotional item inclusion
- Year-round recognition as a Safer Birth in Bama Legacy Community Partner on saferbirthinbama.org



SILVER SPONSOR (8 AVAILABLE)

- Signage at sponsor tables and near event entrance
- DJ verbal recognition once during the evening
- Logo listed in printed event program and on event website
- Vendor table at the event (must be claimed at time of sponsorship commitment and by published deadline; availability limited)
- Swag bag and promotional item inclusion
- Year-round recognition as a Safer Birth in Bama Legacy Community Partner on saferbirthinbama.org





COMMUNITY SPONSOR **(LOCAL BUSINESS SUPPORT LEVEL)**

Ideal for small businesses, family-owned companies, and longtime supporters who want meaningful recognition.

\$1,000

- Logo listed in printed event program
- Logo featured on event website sponsor page
- Grouped social media thank-you post
- Name listed on shared “Community Sponsors” signage at the event
- Opportunity to include a promotional item in swag bags
- Year-round recognition as a Safer Birth in Bama Legacy Community Partner on saferbirthinbama.org

COMMUNITY PARTNER TABLE **(BUSINESS CELEBRATION TABLE)**

For businesses that want to celebrate their team while supporting maternal health in the Shoals.

\$750

- Reserved table for eight (8) guests
- Company signage displayed on table
- Opportunity to decorate table with branded materials and swag
- Recognition in printed event program as a Community Partner
- Logo included on shared “Community Partners” slide looping during the event