



2020 Sponsorship Information

Thank you in advance to all of our Shoals Mom Prom Sponsors!

Will you go to Prom with us?

You are invited to officially sponsor the Third Annual Shoals Mom Prom benefitting Safer Birth in Bama, a 501(c)(3) nonprofit organization. This event will be held from 6:00-10:00pm on April 18, 2019 at the Shoals Marriott Conference Center

Helping our Community!

Shoals Mom Prom has raised over \$30,000 in the past 2 years! Your generosity and commitment to this amazing event is appreciated! Because of our generous sponsors we have been able to fund the Hannah Ellis Grant for Midwifery. We have issued 2 separate 2500 partnership grants with Baobab Birth Collective and Shoals Doula Group to train doulas that are women of color across Alabama and right here in our community, as a result there are currently 6 new labor support persons. We have issued 2 grants for training through Evidence Based Birth as instructors so that we can bring education to not only our community of mothers and families, but also to professionals and local facilities about the most up to date and evidence based care. In addition we have funded our library project and are in the process of gathering books as well as documentaries on evidence based care and integrated care to disperse to all 67 counties in the state of Alabama.

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. Your sponsorship offers a unique opportunity to advertise to women in a key demographic who are responsible for the majority of household purchases and decisions. Gain loyalties from over 300 event attendees who appreciate philanthropic sponsorship which directly and positively impacts the community. Your sponsorship also extends beyond attendees through social, electronic, broadcast, and print media. With a tax-deductible sponsorship, you will be supporting Safer Birth in Bama's mission to increase access to high quality, evidence-based maternity care in all settings, improve outcomes for mothers and babies, and inform Alabama about our current statistics surrounding maternal and infant health.

Sponsorship Levels

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

- Logo on All advertising including billboards, social media, posters, website etc.
- These sponsors will receive credit for sponsoring the prom queen and her grand prize.
- Mentioned and thanked throughout the night during announcements.
- Opportunity to play personalized video near the massage area.
- Large Logo on Red Carpet Banner
- Mention in all print as well as non-print advertisement outlets including radio PSAs as well as any news coverage
- Access to Swag Bags
- 1 sponsored table at the event with sign (8 tickets)
- Logo at check-in and near food and bar
- CATEGORY EXCLUSIVITY AMONG MAJOR SPONSORS

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

- Logo included on the base of all printed advertisement including billboards, posters etc.
- Social Media Shout Outs and Website Advertisement
- Mention in all radio, magazine or television coverage
- Option to provide 30 second commercial video clip to be played in lobby.
- Logo on Red Carpet Banner
- Signage near food and bar
- 1 VIP table at the event (8 tickets)
- CATEGORY EXCLUSIVITY AMONG MAJOR SPONSORS

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

- At this level your sponsorship can be either solely monetary or a combination of monetary plus items or services valued to equal the total amount. (EX: 2000 SPONSORSHIP \$500 services/gift basket donated)
- Logo on Red Carpet Banner
- Logo on print material, website, and social media
- Access to place items in Swag Bags
- 1 VIP table at the event (8 tickets)
- CATEGORY EXCLUSIVITY AMONG MAJOR SPONSORS

Sponsor a Table - \$500 - 30 Available

- Logo on Red Carpet Banner
- VIP TABLE With Signage on table
- Listed on website with Logo
- Social Media Shout Outs
- Access to Swag Bags
- Mentioned in the evenings announcements
- 8 tickets tickets to event

Local Sponsor- \$250- 10 Available

- May place promo items in swag bags
- 2 tickets to Mom Prom
- Business Logo on Event Website and red carpet banner and social media

Swag Bag Sponsorship \$125 (20 available)

- Listed on Website and promo e-mail sent to attendees.
- You will have access to put an item of your choice in our swag bags for attendees. Each attendee will receive 1 bag with 1 item. You will be notified of the final number of attendees no later than March 10th. Items must be received by April 2nd in order to be placed in the bags. 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 etc...

Donate a Service In-Kind or Silent Auction Item

- **As a non-profit event, the more the community comes together, the more we are able to do for the community with the funds we raise!**
- **If you choose to donate a service in-kind we will recognize you on our website, social media, and in our e-mails to attendees. We also welcome you to place promotional cards or items in our swag bags to give you additional exposure for your generosity!**
Photography-1, Videography-1, Decorations-1
- **If you wish to donate a silent auction item /door prize, please contact info@SaferBirthinBama.org ATTN:MOM PROM SILENT AUCTION to arrange pick up. All donations are appreciated.**

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.

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

All Sponsors

- 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.***

● DEADLINE FOR SPONSORSHIP IS FEBRUARY 1st! The sooner we know the more exposure you are guaranteed!

- Promotional items - brochures, pens, cups, etc., must be received by Friday, April 2, 2020.
- All videos must be received by Friday, March 6, 2020. Video must be high quality and no more than 15 seconds unless previous arrangements have been made.
- **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

219.508.2850 - Abigail Judy

256.740.9577 - Jessica Thompson

Last Years Shoals Mom Prom

Last years Shoals Mom Prom raised \$15,500.00 for our rural access grant initiatives.

In 2019 we were able to fully fund our Hannah Ellis Grant for Midwifery \$6,000

We issued 2 grants for \$2500 specifically to train Doulas that are women of color in the state of Alabama. Florence had no labor support that were women of color, now we have 3 in progress.

We partnered with Evidence Based Birth to train 2 Alabama women as Evidence Based Birth Instructors.

We have ordered educational documentary DVDs with information about the importance of a fully integrated care system where the medical world and midwifery world work together to improve continuity of care and outcomes. Each county in Alabama will receive their own copy for a public library by the end of 2020.

We sponsored Huntsville Mom Prom to promote the International Cesarean Awareness Network (ICAN) of Huntsville so that they could continue to issue their doula grant for expectant mothers.

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 28 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 education and awareness campaigns and projects on 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