

# 2025 Shoals Mom Prom Sponsorship Information

Non-Profit ID: 47-4993828

We are **THRILLED** to announce that **Shoals Mom Prom 2025** will once again be featured on the **W.C. Handy Event List and Calendar!** Our **top three sponsorship tiers** will be mentioned in **35,000+ Handy Fest fliers** distributed locally. Sponsor logos will also be displayed on the **W.C. Handy website** and all **Safer Birth in Bama media outlets, including social, web, and print.**

## Will You Go to Prom with Us?

You are invited to officially sponsor the **7th Annual Shoals Mom Prom** benefitting **Safer Birth in Bama**, a **501(c)(3) nonprofit organization.**



**Date:** July 18, 2025



**Time:** 7:00 PM – 11:00 PM



**Location:** Singin' River LIVE at Singin' River Brewing



**Address:** 526 E College Street, Florence, AL 35630

In addition to our **ticketed Mom Prom festivities**, we will host a **public Handy Block Party** beginning an hour earlier with **food trucks and fun**, offering even more exposure for our sponsors and furthering awareness of our cause.

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## Your Sponsorship Creates Real Impact

Thanks to generous sponsors like you, Shoals Mom Prom has raised over **\$50,000** to support **maternity care improvements in Alabama.**

In 2024, your contributions enabled us to **directly support maternal and infant health initiatives** in the following ways:



**\$2,500** was granted to the **Maternity Department at North Alabama Medical Center** to purchase **nitrous oxide equipment** - offering an alternative pain relief option for laboring mothers.

✓ **\$2,500** was granted to the **Maternity Department at Helen Keller Hospital** to purchase **wireless fetal monitoring equipment**, allowing providers to monitor fetal heart rate and contractions while giving mothers more freedom of movement.

✓ **\$5,000** was donated to **The Dandelion House in Huntsville** supporting **midwifery students in training** who seek to serve **North Alabama communities**, an area facing a significant midwife shortage.

✓ **A new partnership** was established with **Women & Children's Counseling LLC** providing **postpartum mental health services** for mothers across Alabama who suffer from **postpartum depression and/or psychosis**.

✓ **\$800** was given to the **Alabama State Nurses Association** providing **free evidence-based** courses to the **public** that cover **best practices for labor and delivery care**.

With your continued support in **2025**, we plan to **expand our impact**, increase access to **evidence-based maternity care**, and improve **outcomes for mothers and babies—especially in Alabama's rural communities**.

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## Sponsorship Levels

### Platinum Sponsor - \$10,000 (One Corporate Host)

🎯 **Logo in all** pre-event advertising, including:

- Posters, website, **social media coverage**
- **35,000 W.C. Handy Fest fliers**
  - 🎯 **Logo on photo booth photos, videos, and red carpet banner**
  - 🎯 **Company name recognized and thanked throughout the event**
  - 🎯 **Signage near food and bar**
  - 🎯 **Promo items in swag bags (250 attendees)**
  - 🎯 **8 complimentary tickets**
  - 🎯 **Category exclusivity among major sponsors**

### Diamond Sponsor - \$5,000 (1 Available)

- 💎 **Logo in all** pre-event advertising (same as Platinum)
- 💎 **Logo on photo booth photos, videos, and red carpet banner**
- 💎 **Company name recognized and thanked throughout the event**
- 💎 **Signage at the outdoor entry band & food trucks**
- 💎 **Promo items in swag bags**

- 💎 8 complimentary tickets
- 💎 Category exclusivity among major sponsors

### **Gold Sponsor - \$2,500 (2 Available)**

- 🏆 Logo in all pre-event advertising
- 🏆 Logo on photo booth photos, videos, and red carpet banner
- 🏆 Signage on standing tables
- 🏆 Promo items in swag bags
- 🏆 4 complimentary tickets
- 🏆 Category exclusivity among major sponsors

### **Ruby Sponsor - \$1,000 (10 Available)**

- 🔴 Logo on red carpet banner
- 🔴 Social media shout-outs, website listing, and printed poster inclusion
- 🔴 Promo items in swag bags
- 🔴 Company mentioned in evening announcements
- 🔴 2 complimentary tickets

### **Emerald Sponsor - \$500 (10 Available)**

- 💚 Logo on red carpet banner
- 💚 Social media shout-outs, website listing, and printed poster inclusion
- 💚 Promo items in swag bags
- 💚 Company mentioned in evening announcements
- 💚 2 complimentary tickets

### **Sapphire Sponsor - \$250 (10 Available)**

- 💠 Promo items in swag bags
- 💠 Company listed on event website & social media for 2025
- 💠 1 complimentary ticket

### **Cubic Zirconia Sponsor - \$100 (Unlimited)**

- 💠 Listed as a “Friend of Safer Birth” on event website
- 💠 Social media shout-out
- 💠 Promo items in swag bags

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## **Additional Sponsorship Information**

- ✓ Sponsorships are accepted in the order received
- ✓ Category exclusivity is reserved for major sponsors
- ✓ Logo files (.png, .jpeg, .ai) must be emailed to [info@saferbirthinbama.org](mailto:info@saferbirthinbama.org) within 5 business days of sponsorship confirmation
- ✓ Sponsorship deadline: May 1, 2025
- ✓ Swag bag items due by June 1, 2025

✉ **Mail Sponsorship Payments To:**  
**Safer Birth in Bama**  
3960 County Road 30, Florence, AL 35634

☎ **Contact Information:**  
✉ [info@saferbirthinbama.org](mailto:info@saferbirthinbama.org) (ATTN: Mom Prom)  
☎ 256.627.0092 – Haley Crowell  
☎ 256.740.9577 – Jessica Thompson

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## About Safer Birth in Bama

Since 2015, **Safer Birth in Bama** has worked to **increase access to care, improve outcomes, and educate** Alabama citizens about the **maternal health crisis** facing our state.

- 📊 **Alarming Alabama Statistics:**
- 🔴 **3rd highest** infant mortality rate in the U.S.
  - 🔴 **Failing grade** for premature birth (March of Dimes)
  - 🔴 **43 counties** without a hospital offering obstetric services

With your help, we can change these statistics.

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## Thank You for Making a Difference!

Your support **empowers our mission** to **expand access to evidence-based maternity care** and **improve maternal and infant health outcomes** across Alabama.

We **deeply appreciate your generosity** and look forward to working with you to create **lasting change**.

With Grateful Hearts,  
💙 Jessica Thompson, R.N. & the Safer Birth in Bama Team

