



A SPONSORSHIP THAT MAKES A DIFFERENCE

Mind Body Baby NC

Why Your Sponsorship Matters

Your sponsorship will help us make a difference.

Embedded in the community for more than 6 years, Mind Body Baby NC is a principle organization strengthening the community through perinatal mental health advocacy and education, systems change, and promoting maternal and child health. The perinatal period is a sensitive time for both the mother and the fetus. During pregnancy, delivery, and the postpartum period, numerous physiological and psychological changes take place that can affect maternal and neonatal health. We are leading the efforts in perinatal health in Mecklenburg County. We have been instrumental in developing, influencing, and providing human service programs since 2018. The support and guidance of our dedicated volunteers and board members, as well as the heartfelt effort and commitment of our staff members, is what makes the difference at Mind Body Baby NC.

What does it mean to be a sponsor?

As a sponsor, you will be associated with a **well respected, local** organization; have the opportunity to impact the perinatal mental health movement in our community and receive the **full support** of Mind Body Baby's marketing and development departments to promote this sponsorship according to the specifics outlined in the agreement.

1 Organization. 8 Avenues of Impact

- Community Doula Program
- Advancing Perinatal Health Awareness
- Community Care Fund
- Perinatal Support Groups
- Community Partnerships
- Community Educational Opportunities
- Systems Change Efforts
- Perinatal Community Care Fund

WWW.MINDBODYBABYNC.ORG





Community Care Fund

SPONSORSHIP OPPORTUNITIES

Sponsorships are secured on a rotating basis.

This sponsorship provides needed maternal mental health services, community resource navigation, and doula services for under resourced families.

DEVOTED SPONSOR- \$10,000

- Provides full maternal care services, including doula support and mental health therapy, for **four** under-resourced families.
- Recognition as a premier sponsor in all newsletters, email campaigns, and social media posts for six months.
- Prominent logo placement on our website's Community Care Fund section with a dedicated sponsor spotlight.
- Featured sponsor on social media post and Special acknowledgment at the Nurturing Parenthood Event, with an opportunity to speak or provide materials.

CHERISHED SPONSOR- \$5,000

- Supports **two** families with doula care, mental health therapy, and resource navigation for comprehensive maternal and infant health.
- Featured acknowledgment in **two monthly newsletters** and on social media, reaching our network of partners and families.
- Company logo displayed on our website, with a link to your organization, and highlighted as a Cherished Sponsor at Mind Body Baby events.

COMPASSIONATE SPONSOR- \$2,500

- Provides doula services and maternal mental health screenings for **one** under-resourced families.
- Recognition on Mind Body Baby's social media platforms and in one monthly newsletter.
- Company logo and name featured on the Community Care Fund webpage as a valued sponsor.

Educational Resource

SPONSORSHIP OPPORTUNITIES

Sponsorships are secured on a rotating basis.

This sponsorship provides needed maternal mental health services, community resource navigation, and doula services for under resourced families.

EMPOWERING SPONSOR- \$5,000

- Supports the production and distribution of **new educational videos** that cover crucial but often under-discussed perinatal topics.
- Invests in the **educational success** of under-resourced families.
- Company logo prominently displayed on each sponsored video, reaching a broad audience of new and expecting families.
- Recognition in three monthly newsletters, featured social media shout-outs, and a spotlight in our email campaigns.
- Company logo and link featured on the Educational Resource webpage as a premier partner.
- Special mention at all Mind Body Baby educational events, with opportunities to provide promotional materials.

COLLABORATIVE SPONSOR- \$2,500

- Fuels opportunities for families through **educational support**.
- Supports covering pregnant and postpartum health class scholarships for up to **10 class topics**.
- Company logo featured in each sponsored video and acknowledged in two monthly newsletters and across our social media platforms.
- Recognition on the Educational Resource webpage and inclusion in our email campaigns, highlighting your contribution.

RESILIENT SPONSOR- \$1,200

- Funds **6 months** of Mind Body Baby's resource and education website.
- Provides vital **learning resources** for underfunded families.
- Company name listed in each sponsored video and on the Educational Resource webpage.
- Acknowledgment in one monthly newsletter and on social media, thanking your organization for supporting maternal education.

Nurturing Parenthood **EVENT** **SPONSORSHIP OPPORTUNITIES**

Sponsorships are secured on a rotating basis.

This sponsorship provides needed maternal mental health services, community resource navigation, and doula services for under resourced families.

NURTURING SPONSOR- \$5,000

- Year-round linked acknowledgement as Program Partner* (via website & newsletter footer).
- Verbal and print recognition on media announcements and publications.
- Prime booth at event.
- Featured sponsor social media posts and newsletters.
- Opportunity to add newsletter content relating to business/ practice.
- Two months as website's monthly sponsor.

ADVOCATING SPONSOR- \$2,500

- Six month linked acknowledgement as Program Partner.
- Prime booth at event.
- Logo placement on website, in most marketing & PR.
- Opportunity to add newsletter content relating to business/ practice.
- One month as website's monthly sponsor.

SUPPORTING SPONSOR- \$1,000

- Prime booth at event.
- Logo placement on all marketing and PR.
- Logo placement on website.
- Opportunity to add newsletter content relating to business/ practice.

Nurture Through Wine- *A Night for Maternal Mental Wellness* **EVENT** **SPONSORSHIP OPPORTUNITIES**

Sponsorships are secured on a rotating basis.

This sponsorship provides needed maternal mental health services, community resource navigation, and doula services for under resourced families.

GRAND CRU SPONSOR - \$10,000+

- Exclusive "Presented by" designation in the event title and all promotions.
- Prime logo placement on all event materials (invitations, programs, banners, website, and social media).
- Verbal acknowledgment during the event program.
- 10 complimentary event tickets with reserved VIP seating.
- Opportunity to speak at the event or have a promotional video shown.
- Inclusion in a press release as the top sponsor.
- Prominent feature in a post-event "Thank You" email and social media campaign.

RESERVE VINTAGE SPONSOR - \$5,000

- Featured logo placement on event materials and website.
- Verbal acknowledgment during the event program.
- 6 complimentary event tickets with reserved seating.
- Recognition on social media leading up to and following the event.
- Medium-sized logo displayed on event signage.

SOMMELIER'S CHOICE SPONSOR - \$2,500

- Logo included on event materials and website.
- 4 complimentary event tickets.
- Acknowledgment on social media.
- Logo displayed on event signage (smaller size than Reserve Vintage Sponsor).

TASTING FLIGHT SPONSOR - \$1,000

- Name listed on event materials and website.
- 2 complimentary event tickets.
- Acknowledgment during event.

VINEYARD SUPPORTER - \$500

- Name listed on website and program.
- Social media shoutout as a supporter.

Brewed Bonds- A Conversation on Maternal Health **EVENT** **SPONSORSHIP OPPORTUNITIES**

Sponsorships are secured on a rotating basis.

This sponsorship provides needed maternal mental health services, community resource navigation, and doula services for under resourced families.

BOLD BLEND SPONSOR- \$5,000

- Exclusive "Presented by" designation in the event title and all promotions.
- Prime logo placement on all event materials (invitations, programs, banners, website, and social media).
- Verbal acknowledgment during the event program.
- 10 complimentary event tickets with reserved VIP seating.
- Opportunity to speak at the event or have a promotional video shown.
- Inclusion in a press release as the top sponsor.
- Prominent feature in a post-event "Thank You" email and social media campaign.

SIGNATURE BLEND SPONSOR- \$2,500

- Featured logo placement on event materials and website.
- Verbal acknowledgment during the event program.
- 6 complimentary event tickets with reserved seating.
- Recognition on social media leading up to and following the event.
- Medium-sized logo displayed on event signage.

MACCHIATO SPONSOR- \$1,000

- Logo included on event materials and website.
- 4 complimentary event tickets.
- Acknowledgment on social media.
- Logo displayed on event signage (smaller size than Signature Brew Sponsor).

EXPRESSO SPONSOR- \$500

- Name listed on event materials and website.
- 2 complimentary event tickets.
- Acknowledgment during event.

Community Partner SPONSORSHIP OPTIONS

Options below are custom opportunities.

Association Title Event and Program Opportunity

(Nurturing Parenthood, Community Doula Program, Community Care Fund and more)

Sponsorships are secured on a rotating basis.

PLATNUM SPONSOR- \$50,000

- Logo prominently displayed on website/collateral.
- Inclusion in media and public relations campaign.
- High touch engagement with event attendees and vendors
- Opportunity for on-site product integration.
- Branding presence throughout event footprint.
- Logo prominently displayed on signage.
- Opportunity to co-brand with Mind Body Baby event.

DIAMOND SPONSOR- \$25,000

- Acknowledgement of program/area of sponsorship.
- Company logo featured in monthly email newsletters.
- Nurturing Parenthood booth/table.
- Priority placement of logo on MBB website.
- Standing logo placed on marketing material.

GOLD SPONSOR- \$15,000

- Company logo featured in monthly email newsletters.
- Company logo on marketing materials.
- Priority placement of 4' x 10' logo on event banners.
- Nurturing Parenthood booth/table.
- Priority placement of logo on MBB website.
- Standing logo placed on marketing material.

SILVER SPONSOR- \$10,000

- Company logo featured in monthly email newsletters.
- Company logo on all promotional email blasts.
- Priority placement of 4' x 10' logo on event banners .
- Priority placement of logo on Mind Body Baby website.
- Nurturing Parenthood booth/table.

BRONZE SPONSOR- \$5,000

- Company logo featured in monthly email newsletters.
- Nurturing Parenthood booth/table.
- Priority placement of 4' x 10' logo on event banners.
- Priority placement of logo on MBB website.
- Standing logo placed on marketing material.



SPONSOR SIGNUP FORM

☐ **Yes! My company will be a sponsor**

- ☐ \$___ **Community Care Fund**
- ☐ \$___ **Educational Resources**
- ☐ \$___ **Nurturing Parenthood Event**
- ☐ \$___ **Community Partner in Sponsorship - Custom Opportunities**

Enclosed is my check made payable to: **Mind Body Baby NC**

Charge my credit card: ☐ Visa ☐ Mastercard ☐ Discover Total amount:\$ _____

Credit card number: _____ Expiration date: ____/____/____

Signature: _____

Company name (as you would like it to appear on all promotional materials)

Company website URL: _____

Contact person: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone number: (____) _____ Email address: _____

CUSTOM SPONSORSHIP PACKAGES ARE AVAILABLE

If you would like to customize a specific sponsorship package, please contact Cynthia Wood, Executive Director, using the details found below.

Please return your completed sponsorship form and logo to:

Mind Body Baby NC, attn: Cynthia Wood, Executive Director

3112 Arundel Drive, Charlotte, NC 28209

Email: village@mindbodybabync.org | Phone: (704) 743-8689 | Website: mindbodybabync.org