

2017 Huntsville Mom Prom



Sponsorship Packet



Will you go to Prom with us?

You are invited to officially sponsor the 4th Annual Huntsville Mom Prom benefiting the Huntsville Chapter of the International Cesarean Awareness Network (ICAN of Huntsville), a 501(c)(3) nonprofit organization. This event will be held at Stone Event Center on Campus No. 805 on June 24, 2017 from 7pm until 11pm. Detailed sponsorship information is enclosed.

Building on Success: Helping our Community

In the past three years, Huntsville Mom Prom has raised over \$15,000 for ICAN of Huntsville. The primary goal of Huntsville Mom Prom continues to be raising money for the ICAN of Huntsville Doula Grant for Expectant Mothers and supporting ICAN's mission locally. Since 2015, we've awarded nine grants to local mothers. We look forward to awarding more in 2017 and beyond. Thank you to all who have sponsored or attended Huntsville Mom Prom! Your generosity continues to help ICAN of Huntsville serve the women in our community.

Join the Party Today! Become a Sponsor

Introduce your products or services to hundreds of women with your Huntsville Mom Prom Sponsorship! Huntsville Mom Prom is one of the largest ladies only events in the Rocket City. Your sponsorship offers a unique opportunity to advertise to a large group of women in a key demographic who may be responsible for the majority of household purchases for their families or themselves. Gain loyalties from over 200 event attendees who appreciate philanthropic sponsorship by helping an organization help mothers in our community. Your sponsorship also extends beyond attendees through social, electronic, broadcast, and print media and is a tax-deductible donation. Finally, your sponsorship continues to support ICAN of Huntsville's mission to improve maternal-child health by reducing preventable cesareans through education, providing support for cesarean recovery, and advocating for vaginal birth after cesarean (VBAC).

Sponsorship Levels

Platinum \$1750+ (no longer available)

- LuLaRoe Mallory Clemmons



Diamond \$1000+

- Your logo displayed on the side banner of every page of the Huntsville Mom Prom website, sponsorship webpage, Facebook Sponsorship Album and in the Event Slideshow
- Business mentioned in recurrent social media posts and the evening's Event Announcements
- Inclusion of your promotional item or product in event SWAG bags
- Logo in Huntsville Mom Prom e-marketing/newsletters
- 2 tickets to the 2017 Huntsville Mom Prom
- Minimum donation of \$1000 (\$500 monetary minimum donation with the remainder in the form of in-kind or item donation)



Gold \$500+

- Your logo displayed on the Huntsville Mom Prom Sponsorship webpage, in the Facebook Sponsorship Album and in the Event Slideshow
- Business mentioned in the evening's Event Announcements
- Inclusion of your promotional item or product in event SWAG bags.
- 1 ticket to the 2017 Huntsville Mom Prom
- Minimum donation of \$500 (\$250 monetary minimum donation with the remainder in the form of in-kind or item donation)



Silver \$300+

- Your logo displayed on the Huntsville Mom Prom Sponsorship webpage and Facebook Sponsorship Album
- Your business name listed in the Event Slideshow and inclusion of your promotional item or product in event SWAG bag
- Minimum donation of \$300 (\$150 monetary minimum donation with the remainder in the form of in-kind or item donation)



Bronze \$100+

- Your business name listed on the Huntsville Mom Prom Sponsorship webpage, listed in the Facebook Sponsorship Album, and inclusion of your promotional item or product in event SWAG bag
- Minimum donation of \$100 (\$50 monetary minimum donation with the remainder in the form of in-kind or item donation)

A La Carte

Monetary Sponsorship

Sponsors can choose options from the "Á la Carte" menu to fulfill their monetary minimums

Sponsor Drink Ticket - \$400 - 2 available

Each attendee will receive one drink ticket with your logo redeemable for wine, beer, or a mocktail at our cash bar.

Sponsor the Silent Auction - \$300

Your logo will be placed prominently in the high traffic area of the Silent Auction tables and bank.

Sponsor the Music - \$300

Your logo prominently displayed on the DJ table.

Sponsor the Photo Booth - \$250

Your logo will be on the bottom of the photo booth photos.

Sponsor the Appetizers and Sweets - \$150 - 6 available

The appetizer and sweet station will give many attendees an opportunity to see your logo throughout the night.

Sponsor the Patio - \$150

Your logo placed on the patio tables outside and directly adjacent to the main indoor event space.

Sponsor the "Pamper Me" Room - \$150

The perfect place to display your business with samples of beauty products or other items that women may need during the evening.

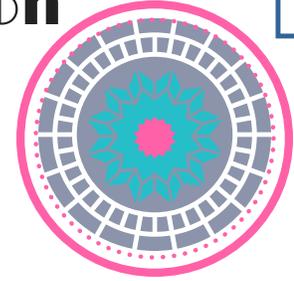
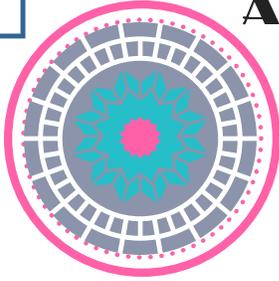
Sponsor the Nursing/Pumping Room - \$100

This is an opportunity to display your logo to moms who are able to enjoy the event but take a break, if needed, to nurse or pump.

Sponsor the Red Carpet - \$50 - 15 available

Sponsor the Red Carpet and have your logo displayed for the red carpet photo-op backdrop. Your business logo can be photographed, shared, tweeted, and liked!

Additional Information and Deadlines



Sponsorships will be accepted and processed in the order in which they are received. Huntsville Mom Prom and ICAN of Huntsville reserve the right to limit sponsorship of duplicate business types. Exclusivity is given to MLM or direct sale companies if you sponsor at the Silver level or higher before another member of the company. So don't delay! Submit your sponsorship today!

Sponsorship Value: A portion of the sponsorship level must be donated in monetary funds or approved exchange of event services. Sponsors can choose options from the "À la Carte" menu to fulfill their monetary minimums while getting the most bang for their buck in their sponsorship. The remaining value can consist of in-kind donations. Unfortunately, coupon totals do not count towards sponsorship value totals.

SWAG Bags: The first 300 tickets purchased will receive Huntsville Mom Prom SWAG bags. Sponsors are invited to include business cards, brochures, coupons, or other approved promotional items/products in the event bags.

May 1st: Sponsorship applications must be received by May 1 to receive all noted benefits. Sponsorships are accepted on a first come first serve basis. Sponsorships may be accepted after this date with the understanding that not any/all benefits listed in this document may still be available.

May 1st: Tickets associated with Platinum, Diamond and Gold Sponsor levels **MUST** be claimed by May 1 to guarantee availability. Unclaimed tickets will be released for sale to the public.

June 3rd: Silent Auction and SWAG bag items **MUST be received NO LATER than** June 3rd. Please contact the committee for drop-off/pick-up options.



Contact Us:

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