



Sponsor Packet



MOMS'
RUN MAY
2024

5K RUN/WALK * 1 MILE WALK * KIDS DASH

About Us

Postpartum Support Charleston, established in 2000, is a vital non-profit organization dedicated to aiding mothers in the Charleston Tri-county area who are grappling with maternal mental illnesses like postpartum depression and anxiety. We stand out due to our robust moms-for-moms network, access to a broad range of mental and physical health experts, and our authentic, empathetic approach. Our mission is to guide mothers seamlessly into their new role, providing the support and resources they need during this critical time.

THE CRITICAL CHALLENGE:

In our community, mothers are facing a silent battle. The stigma surrounding maternal mental illnesses is both harmful and persistent. Despite the common occurrence of these issues, mothers are often suffering alone, leading to adverse effects on both themselves and their infants. Alarmingly, suicide is now the leading cause of death for women in the first year after childbirth.

Consider these stark realities:

- 1 in 5 mothers struggle with maternal mental illness, amounting to about 2,000 mothers annually in our area.
- An estimated 85% of these struggling mothers do not seek the necessary help.

THE MOMS' RUN: A BEACON OF HOPE AND AWARENESS

The annual Moms' Run event is a cornerstone in our fight against this silent epidemic. This event is more than just a run; it's a powerful statement of solidarity, awareness, and support. It's an opportunity for the community to come together, acknowledging and addressing this critical issue head-on.





5K Run/Walk 1 Mile Walk Kids Dash

Join us on May 11, 2024 at
Philip Simmons High School from
7:00-10:30a.m.

We expect to host over 700
attendees. All in support of moms in
our community.

Your Role as a Sponsor:

By joining us as a sponsor for the Moms' Run, you are not just supporting an event; you are directly impacting lives. Your involvement will:

- Help in breaking the stigma surrounding maternal mental health.
- Provide essential resources for mothers in need.
- Contribute to life-saving awareness and support programs.
- Demonstrate your business's commitment to the well-being of mothers and families in our community.

This is more than a sponsorship; it's a partnership in creating a healthier, more supportive environment for new mothers. Join us in this crucial mission to make a tangible difference in the lives of mothers and families in the Charleston Tri-county area.

Moms' Run Sponsorship Opportunities

SPONSORSHIP LEVEL	Presenting	Motherload	Ruth	Encouragement	Supporting
Monetary Contribution	\$25,000	\$10,000	\$5,000	\$2,500	\$1000
Interview opportunity and quote to be included in our race press release	✓				
Opportunity to address race participants during the announcements prior to the race start	✓				
Finish line photo backdrop with logo	✓				
Present medals at award ceremony & opportunity to include item with prizes	✓				
Logo on event photos shared to event website	✓				
Company name listed as sponsor on save-the-date materials	Premiere logo placement	✓			
Logo on Race Bibs	Premiere logo placement	✓			
Banner placement at awards area	Premiere placement	Banner provided by sponsor	Banner provided by sponsor		
Course logo signage	Premiere logo at Finish Line	Logo at Finish Line	Logo at all Mile markers	Logo on one Encouragement course sign	
Logo on race T-shirt*	Front logo placement	1st tier	2nd tier	3rd tier	
Logo on event poster*	Premiere logo placement	1st tier	2nd tier	3rd tier	4th tier
Placement of company info/giveaways in race day bags (provided by company)	✓	✓	First 500 bags	First 500 bags	First 500 bags
Placement on PSC website, email communications and social media mentions	✓	✓	✓	✓	✓
Complimentary race registrations	20	10	6	4	2
Exhibitor spot at the Moms' Run	Table and tent provided	Table and tent provided	Table provided	Table provided	✓

*Print deadline: April 11, 2023

Family Fun Day Sponsor: \$5,000

- Premiere kids tent with photo booth (table and tent provided)
- Logo placement on family fun day scavenger hunt cards
- Second tier logo placement on race T-shirt and posters
- Placement on Postpartum Support Charleston website, email newsletter and social media mentions
- Placement of company info/giveaways in first 500 race day bags (provided by company)

Kids Dash Sponsor: \$5,000

- Exclusive logo placement on Kids Dash Finisher medals
- Logo placement on 2 Kids Dash start line banners
- Second tier logo placement on race T-shirt and posters
- Placement on Postpartum Support Charleston website, email newsletter and social media mentions
- Exhibitor spot at the Moms' Run (table and tent provided)

Exhibitor: \$500

- Set up a booth on race day for pre/post-race festivities (vendor provides own tent and table)
- Vendors may sell items at this event; must provide a copy of City of Charleston business license and S.C. retail license - **FOOD SALES MUST BE APPROVED**

Race Bag Sponsor: \$250

- Placement of company info/giveaways in first 500 race day bags (provided by company)

Please fill out the 2024 Sponsor Agreement here:

<https://forms.gle/2524Do513hbCwGMs7>

If you prefer to mail in your agreement, fill out the last page and mail with payment to:

Postpartum Support Charleston
1605 Harbor View Rd
Charleston, SC 29412

Moms' Run 2024 - Sponsorship Agreement

This agreement is made by and between Postpartum Support Charleston, a South Carolina 501c3 Charitable Corporation and _____

_____ dated _____.

Postpartum Support Charleston agrees to provide the following services and privileges to the sponsors as outlined in the sponsorship opportunities::

Sponsorships:

- _____ Presenting Sponsor - \$25,000
- _____ Motherlode Sponsor - \$10,000
- _____ Ruth Sponsor - \$5,000
- _____ Encouragement Sponsor - \$2500
- _____ Supporting Sponsor - \$1000
- _____ Exhibitor - \$500
- _____ Race Bag Sponsor - \$250
- _____ Family Fun Day Sponsor: \$5000
- _____ Kids Dash Sponsor - \$5000
- _____ In-Kind Supporter

Sponsor shall pay Postpartum Support Charleston the sum of \$ _____ , which sum is due and payable within 30 days of this contract or by _____.

Donor's business name:

(as it should appear on event materials)

Contact name:

Address:

Phone:

E-mail:

Business website:

In-kind donation value:

Sponsor Signature

Date

For questions, please email info@ppdsupport.org. Send checks to Postpartum Support Charleston, 1605 Harbor View Rd, Charleston, SC 29412.

This is your receipt. Please keep a copy of this form for your company records. Contributions are tax-deductible to the fullest extent allowed by law; please consult your tax adviser. Tax ID number: 57-1110577.