

# Maternal Mental Health Awareness Week Campaign

## 2022 Sponsorship Benefits and Levels

TheBlueDot is the Maternal Mental Health (MMH) disorder awareness symbol and TheBlueDotProject.org is the host of the U.S. Maternal Mental Health social media awareness campaign hosted the first week of May each year.

Our reach during #MMHWeek2021:



### Why Maternal Mental Health?

Up to 1 in 5 women will suffer from a maternal mental health disorder like postpartum depression and still most are never diagnosed or treated. Mothers of color experience higher rates of these disorders and generally have a more difficult time receiving timely and appropriate care.

According to the WHO, the COVID-19 pandemic has triggered a 25% increase in prevalence of anxiety and depression worldwide

The pandemic has exacerbated maternal mental health, by triggering increased rates of anxiety, depression, social isolation and general stress on mothers, in an unfathomable way: Limiting care from health care providers, birthing alone, having no support in the postpartum period, schooling/caring for other children at home, unable to balance work demands.

**It's been relentless for mothers.  
It's time that together we show them they are not alone.**

### Philanthropy: Why Sponsor?

Become a member of the maternal mental health 'constellation' in recognition that you understand without thriving mothers, U.S. babies, children and families don't have the stable foundation they need and deserve.

### **Brands: Why Sponsor?**

There are 85 million moms in the U.S. and women are responsible for 85% of the household income spending each year, amounting to \$2.1 trillion, and spanning a wide variety of verticals and product types.<sup>1</sup>

It is estimated that more than 95% of all U.S. mothers are internet users, spending about three and a half hours per day online. For many, it is their main source of entertainment and the first place they go for information. And, like many of us, mothers primarily use their smartphone to go online. Today, nearly nine in ten mothers have a smartphone, although in 2013 fewer than two-thirds did.<sup>2</sup>

### **It's a win-win-win**

Reach moms + show your support, + raise awareness about maternal mental health.

## **MMH Awareness Week 2022 Sponsorship Benefits and Levels**

### **Gold Sponsorship: \$30,000**

Name/logo as a Gold Sponsor on TheBlueDotProject homepage

Large name/logo on campaign page with link-back to your webpage

4 social media shout-outs (2 stories, 2 posts) leading up to and after the campaign

3 story shoutouts on IG and FB during the 5-day campaign

Acknowledgment as Gold Sponsor in 2 social media posts during the 5-day campaign

Have an IG highlight up to highlight all the posts about the sponsor during MMH week

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<sup>1</sup><https://www.mdgadvertising.com/marketing-insights/infographics/marketing-to-moms-5-things-brands-need-to-know-infographic/>

<sup>2</sup> <https://blog.recurly.com/marketing-to-the-mom-demographic>

### **Silver Lining Sponsorship: \$25,000**

Large Name/logo as a Silver Lining Sponsor on campaign page with link-back to your webpage

4 social media shout-outs ( 2 stories, 2 posts) leading up to and after the campaign

2 story shoutouts on IG and FB during the 5-day campaign

Acknowledgment as a Silver Lining Sponsor in one social media post during the 5-day campaign

### **Robin's Egg Sponsorship: \$15,000**

Medium Name/logo as a sponsor on campaign webpage with link back to your website

2 social media posts leading up to and after the campaign

1 story shoutout on IG or FB leading up to or after the campaign

### **Petite Sponsorship: \$5,000**

Small Name/logo as a Petite Sponsor on campaign webpage with link back to your website

One story shoutout on IG or FB leading up to or after the campaign

To request a conversation or to lock down your sponsorship opportunity contact Cindy Herrick at [Cindy@2020mom.org](mailto:Cindy@2020mom.org)