

Black Maternal Health Week Dance Party Fundraiser!

**Join us for food, music, dancing, and community!
100% of proceeds go directly to
the families we serve.**

Friday, April 14th
4-7 PM

Museum of Life and Science

Ticket Price: \$50 per adult



SPONSORSHIP LEVELS FOR EVENT SPONSORS

SILVER SPONSORSHIP LEVEL - \$500

- Company name, logo, and sponsorship level included in all event programming and promotional materials (i.e. flyers, e-mail correspondence, or other merchandise)
- Social media recognition in advance of and following program
- Recognition on our website and quarterly newsletters
- Company logo displayed at the event

GOLD SPONSORSHIP LEVEL - \$1000

- Company name, logo, and sponsorship level included in all event programming and promotional materials (i.e. flyers, e-mail correspondence, or other merchandise)
- Social media recognition [company name listing & prominent graphic] in advance of and following program
- Recognition on our website and quarterly newsletters
- Company logo displayed at the event
- *A live acknowledgement during the event*

Platinum Sponsorship Level- \$2500

- Company name, logo, and sponsorship level included in all event programming and/or promotional materials (i.e. flyers, e-mail correspondence, or other merchandise)
- Social media recognition in advance of and following program
- Recognition on our website and quarterly newsletters
- Company logo displayed at the event
- A live acknowledgement during the event
- *Vendor space (for information or products)*
- *Two minute speaking slot at the beginning of the event*

Diamond Sponsorship Level \$5,000+

- Company name, logo, and sponsorship level included in all event programming and/or promotional materials (i.e. flyers, e-mail correspondence, or other merchandise)
- Social media recognition in advance of and following program
- Recognition on our website and quarterly newsletters
- Company logo displayed at the event
- A live acknowledgement during the event
- Vendor space (for information and products)
- *Special SWAG Bag Gift*
- *Three minute speaking slot at the beginning of the event*

Community-Level Sponsor

Black Maternal Health Week Dance Party

Equity Before Birth is deeply grateful for all of the support we receive from fellow partners and community-rooted organizations. Event Sponsors help us bring our events to life. As part of our annual Dance Party Fundraiser for Black Maternal Health Week, we are opening our sponsor levels to include Community Level Sponsors. Your support is invaluable. Thanks for all you do.

Community-Level Sponsor (4 spots available)

As a Community-Level Sponsor, we request that you:

- Bring 4 Volunteers to the Event
- Share 3 Equity Before Birth Posts, and tag us, across your social media platforms to raise awareness and promote the event
- Share [EBB's QR Code Flyer](#) in your office workspace (until April 15th)
- Share about the event on your org's listserv or Newsletter (1x)
- Post on your website (if able)

In return for your sponsorship, you will receive:

- Recognition on Equity Before Birth's social media
- Recognition on a flier posted at the event
- Recognition in our monthly newsletter

Registration Link/Link to Buy Tickets:

Tickets can be purchased through the Equity Before Birth Website. Launch date is 1/17. Link to purchase:

<https://www.equitybeforebirth.com/event-details/dance-a-thon-black-maternal-health-awareness-week>

Sample Press Release for Event

Durham Nonprofit Hosts Dance Party to Save Black Mothers and Babies

Durham, March 25, 2024: - Birth Justice nonprofit Equity Before Birth invites Triangle community members to attend and donate to their Dance Party fundraiser in honor of Black Maternal Health Awareness Week on Friday April 12, 2024 at the Museum of Life and Science. Participants can register online through their website.

The Dance Party will raise money to support Black families during pregnancy and postpartum who face financial barriers to pregnancy-related support. This is a free event, but there is a suggested donation of \$50 per adult. Registration is required.

The Dance Party begins at 4:00 PM and ends at 7:00 PM. There will be food, music, dancing, kid's activities, and more. Please register in advance for this family-friendly event. Equity Before Birth aims to raise \$20,000 to further their mission. All proceeds from this event will go directly to supporting local Black mothers and their babies.

"Equity Before Birth is filling critical gaps by increasing access to pregnancy related care and resources. We would not be able to support families without donations and support from the community. As we take this week to acknowledge the abysmal state of Black Maternal Health, we invite you to join us as we work to reduce stress and improve birth outcomes to save infant lives! Your donations enable us to provide doula services, diapers, cribs, wipes and so much more to local families."

About Equity Before Birth:

Equity Before Birth is a nonprofit charity organization that saves the lives of Black birthers and their babies by increasing access to pregnancy-related support and services and eliminating financial barriers to these services.

For more information, to register or to donate, please visit <https://www.equitybeforebirth.com/>.

Contact:

Joy Spencer, Executive Director

Equity Before Birth

joy@equitybeforebirth.com

984-257-8293

Sample Scripts for Outreach

Dear [redacted],

My name is [redacted] and I am a volunteer with Equity Before Birth. [Equity Before Birth](#) is a nonprofit in Durham, NC that is working to combat maternal and infant mortality for Black birthers. Research shows that Black women in the United States are three to four times more likely to experience a pregnancy-related death than white women are. By providing families with sponsored paid maternity leave, access to childbirth education and doula services with BIPOC providers, and essential baby items, we are ensuring that mothers and babies get the absolute best start to life.

I am writing to ask if [redacted] would be interested in participating in our Dance Party for Black Maternal Health Week during the week of April 11th-17th. Our Dance Party will be on **Friday, April 12th from 4:00-7:00 PM**, and will include food, beverages, dancing, a raffle, and more! Specifically, I was wondering if you would be able to serve as an Event Sponsor. Please note that any donations you make will be tax deductible. Additionally, as a token of our appreciation, we will give [redacted] a shout-out on our website and social media pages, and encourage our team to continue to frequent your wonderful business. [Please read this document to learn more about our various Sponsorship Packages](#). We would like to finalize our partnering organizations by March 12th to ensure that we are able to promote all the fantastic event sponsors.

Also, would you like to hang up a flier about our work with a QR code so that folks are able to easily support our work? Thanks so much for considering.

Thank you so much for considering being a part of our mission to improve maternal and infant health for Black birthers and birthers of color right here in our community. If you would like to speak further about Equity Before Birth or how you can support us, feel free to reach me by email at [redacted]. I'd love to answer any questions you may have and give you more information. I look forward to hearing from you.

Warmly,

[redacted]

Equity Before Birth Volunteer

Dear [NAME/COMPANY]:

Equity Before Birth is organizing a Dance Party Fundraiser in observance of Black Maternal Health Week. Our organization's mission is to save the lives of Black and Brown birthing people by increasing access to critical services and support. Black Maternal Health Week happens annually from April 11-April 17th, and is an initiative to advance health equity across the country.

I am writing this letter to invite you to be an official Event Sponsor of this event! As a leader in the community, your involvement with us during Black Maternal Health Week is an opportunity for your organization to receive exposure and to join other individuals, organizations, and coalitions in our community to raise awareness about Black Maternal and infant health. With your support, we can improve health outcomes and strengthen community partnerships.

Community sponsors are **the primary source of funding for this event** and will help ensure its success. You can provide support in the following ways:

- Become an official Event Sponsor through a monetary donation. Your company logo will be placed on materials to promote the event.
- Donate in-kind items (please reach out for specific needs).

Enclosed is a [sponsorship form](#) that gives information on sponsorship levels. Beyond your sponsorship, we welcome you to join us by participating in Equity Before Birth's 2nd Dance Party Fundraiser! We look forward to hearing from you. For more information about this event, please contact: felicia@equitybeforebirth.com

Also, would you like to hang up a flier about our work with a QR code so that folks are able to easily support our work? Thanks so much for considering.

On behalf of the entire team at Equity Before Birth, we thank you for your support!

Sincerely,

[Your Name]

Event Hashtags and Images

#DanceForEBB #EBBDanceParty2023 #DanceAndDonate #BlackMaternalHealthWeek2023
#BlackMaternalHealth #BlackMamasMatter

- [General Image](#)
- [Image for Event Sponsors](#)

Fundraising Goal

Our goal is to raise \$20,000 during Black Maternal Health Week. These funds will be allocated for essential baby items and perinatal education classes. For example: diapers, wipes, cribs, car seats, baby formula, childbirth education, and lactation education classes.

Quotes from last year

"It was a really lovely, perfect event - food, entertainment, location, weather and people were incredible. The time was really good too -perfect for young families with children."

"The location was welcoming, spaced out nicely and the food choice was tremendous. Seeing families enjoying themselves, meeting EBB staff and representatives and there being an overall centering of black and brown cultures was wonderful. The DJ was excellent as well."

"I loved the spirit! So many community partners being in attendance allowed us to showcase such a diversity of resources, which I thought was really great. It was also really thoughtful to have a kids corner, and spoke to the organization's attention to detail and care."

Post-event survey

https://docs.google.com/forms/d/e/1FAIpQLSdG3W2Z93v21hS_IDUVK1v2biXfpnYPRaDaBNnrFW5_MFD3Rg/viewform?usp=sharing

Planning Timeline

<https://drive.google.com/drive/u/0/folders/1Xho5BYS8YXRwHu4LHJAnUwtGN9Isp5FG>

Volunteer Opportunities

- [Volunteer Roles List](#)
- Signup Genius

Event Safety Plan

- Have everyone fill out a waiver when they register
- Acquire a First Aid Kit
- EMT on site
- Food Safety
 - Gloves for volunteers serving food
 - Hand sanitizer available
- Closest hospital ER identified (Duke Regional)
- Rain Plan
 - Inside at the Museum of Life and Science