



January 19, 2010

Dear Prospective Sponsor,

Thank you for your interest in sponsoring the 2<sup>nd</sup> annual *Out Came the Sun Run / Walk* on Saturday, May 1, 2010 at Metro Health Hospital. The event raises awareness of perinatal mood disorders (PMD's), which include postpartum depression (PPD). Depression among mothers (and fathers) in the months after delivery has surfaced as an important maternal and child health concern. Research shows that up to 20% of families struggle with postpartum depression and related disorders. PPD has been shown to affect marital relationships, mother–infant bonding, and infant behavior.


In addition, funds raised through the event will support MomsBloom, a local nonprofit whose mission is to provide physical and emotional support for families in the childbearing years and to create a sense of community through education and mentorship regardless of race, income or family type. Support after having a baby is crucial to get families off to a great start and help screen for postpartum depression. You can learn more at [www.momsbloom.org](http://www.momsbloom.org).

The main event will include a 5K run or walk. To add extra meaning, participants will be able to run or walk in memory of or in honor of a family member or friend. To make it a family-friendly event a *Sundae Run for Kids* is planned immediately following the main event. A "Family Market" with farmer's market style will include music, demonstrations and informational booths.

Thank you for your consideration of sponsoring the *Out Came the Sun Run / Walk*. Your involvement will make an impact on the programs and the people MomsBloom serves throughout Kent County and surrounding areas.

Sincerely,

Sara Binkley-Tow  
Out Came the Sun Committee Member



*Moms (& Dads) flourish when  
they have a chance to grow.*



## Out Came the Sun Run / Walk Sponsorships

**MomsBloom** is pleased to host an amazing event to raise awareness of postpartum depression and related illnesses called Out Came the Sun Run (walk and stroll). The event also raises funds for MomsBloom. Learn more at: [www.momsbloom.org](http://www.momsbloom.org). Please direct questions to Sara at 616-828-1021. Thank you!

MomsBloom offers the following sponsorships:

### **Sunflower Sponsor (Title Sponsor)- \$1,500**

Event name will include sponsor name (*MomsBloom Out Came the Sun Run sponsored by XYZ*). Sunflower Sponsors will receive a sign with company name and/or logo to be displayed prominently at the opening and closing ceremonies, informational booth and recognition on the website (with link) and newsletter.

### **Rose Sponsor - \$750**

Rose Sponsors will receive a poster/sign with the company name to be displayed at the beginning of a designated mile along the route of the walk, informational booth and recognition on the website and newsletter.

### **Daisy Sponsor - \$500**

Daisy Sponsors will receive a poster/sign with the company name to be displayed along the walk, informational booth, and name recognition on the website and newsletter.

### **Carnation Sponsor - \$250**

Carnation Sponsors will receive an informational booth and name recognition on the website and newsletter.

**\*Sponsors \$250 & up will have their logo on the *Out Came the Sun* t-shirt to be worn by all participants**

### **Sunshine Friends - \$100 individual**

Name recognition along route and in the newsletter.

### **Blossom Friends - \$75 individual**

Included on our blossom friends sign with other individual donors at the blossom level. Recognition in the newsletter.

### **Seedling Friends - \$50 individual**

Will receive recognition in the newsletter.

### **Sprout Friends \$25 indiv.**

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# MomsBloom

## Out Came the Sun Run / Walk Sponsor Commitment Form

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Contact/Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Sponsorships:

- \_\_\_\_\_ Sunflower Sponsor (underwriter)      \$ 1,500
- \_\_\_\_\_ Rose Sponsor                                      \$ 750
- \_\_\_\_\_ Daisy Sponsor                                      \$ 500
- \_\_\_\_\_ Carnation Sponsor                                 \$ 250
- \_\_\_\_\_ Sunshine Friends                                 \$ 100 individual.
- \_\_\_\_\_ Blossom Friends                                    \$ 75 individual
- \_\_\_\_\_ Seedling Friends                                  \$ 50 individual
- \_\_\_\_\_ Sprout Friends                                     \$ 25 individual

Total Amount : \$\_\_\_\_\_

Make checks payable to: **MomsBloom  
P.O. Box 522  
Cannonsburg, MI 49317**

*\*Registration for the event is online (or can be mailed) starting February 1, 2010*

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