



SPONSORSHIP OPPORTUNITIES

10th Annual Snow Ball

Benefiting Moms Helping Moms Foundation

Moms
HELPING
Moms



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Dear Friends,

At Moms Helping Moms Foundation (MHM), we believe *all* families should have equitable access to the essentials necessary to provide their children with a safe and healthy start to life. Our organization is directly addressing an unmet need by providing a growing number of underserved families throughout New Jersey with free diapers, period products and baby supplies.

Did you know?

- Diaper need affects **1 in 2** families in the U.S. forcing them to choose between buying diapers or food and missing work.
- Period poverty affects **2 in 5** people in the U.S. who menstruate, leading to children and teens missing school days.
- Diapers and period products are **not** covered by WIC or SNAP federal assistance programs meaning unhealthy substitutes are often used putting **babies and menstruators at higher risk for health infections.**

MHM is entirely dependent on the support of generous donors to continue our mission. One way the organization raises funds is through its annual fundraising gala. **You are invited to join us in creating a future without childhood poverty by sponsoring Moms Helping Moms 10th Annual Snow Ball on Saturday, March 9, 2024,** at The Park Avenue Club in Florham Park, NJ.

Our ability to fight diaper need and period poverty in New Jersey is because of the generosity and support we receive from community members like you. Thank you for considering a sponsorship.

Sincerely,

Bridget Cutler and Megan Deaton
Founders and Co-Executive Directors

Our Organization

Moms Helping Moms Foundation (MHM) was founded in 2011 by Bridget Cutler and Megan Deaton. What began as a small group distributing baby items out of a resident garage has developed into a fast growing non-profit organization serving over 100,000 underserved individuals annually across the state of New Jersey.

MHM operates five main programs to help achieve its mission:

- 1 Healthy Start for Babies:** Distributes over 1,600,000* critical essentials per year, including over 1,000,000 diapers in 2023.
- 2 Early Literacy:** With every diaper distribution, each child receives one book along with literature for parents and caregivers on the importance of early reading.
- 3 Healthy Periods:** Distributes over 159,000 menstrual products annually.
- 4 Safe Start:** Launched in 2021 to meet a crucial safety need, over 180 new car seats have been given out to date.
- 5 Advocacy:** Awareness-building efforts related to diaper need and period poverty on the local, state and federal levels.

MISSION



Our mission is to provide underserved families in New Jersey with equitable access to the essentials they need to provide their children with a safe and healthy start.

IMPACT

2.73 Million

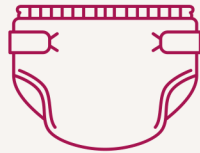
items distributed between 2018-22 throughout 21 counties in the state of New Jersey.



DIAPERS

3,602,619

distributed since 2013.



PERIOD PRODUCTS

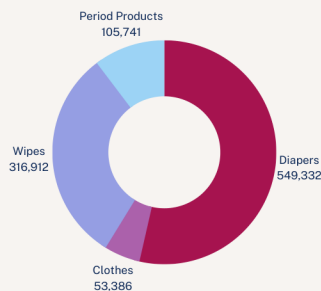
419,339

distributed since 2019.



95 Active Partner Agencies

5 Network Affiliations and Coalition Memberships



DISTRIBUTION

In 2022, over **1,627,122** essential items were distributed to support over **42,000** families in need.



About the Snow Ball

The 10th Annual Snow Ball will take place on **Saturday, March 9, 2024** at The Park Avenue Club in Florham Park, NJ. The Snow Ball brings together over 200 community members who share a common goal of helping underserved families across the state.

Evening Timeline:

- 7 p.m. - Cocktail Reception
- 8 p.m. - Program and Dinner
- 9 p.m. - Music Entertainment
- 11 p.m. - Event Ends



Event Highlights

Silent and Live Auctions

Cocktail Reception and Seated Dinner

Wine Chest and Raffle

Music Entertainment



Platinum Sponsorship \$25,000

Give the gift of healthy starts throughout the year as Moms Helping Moms annual organization sponsor. Your generous gift will allow MHM to serve a growing need of families through our partner organizations and continue operating our non-profit in the most efficient and responsible way.

Snow Ball Platinum Sponsor

Platinum sponsor will receive premier recognition at MHM's annual *Snow Ball*. Enjoy a VIP table for 12 guests and exclusive pre, during and post event recognition. Your company logo will be prominently placed on all event signage including a full screen digital ad, event webpage, step & repeat, newsletter and press release.

Official MHM Awareness and Campaign Sponsor

Platinum sponsor will be recognized during all MHM annual fundraising and awareness campaigns/events *including*:

- Diaper Need Awareness Week
- Period Poverty Awareness Week
- Mother's Day Campaign

Volunteer and Warehouse Recognition

Platinum sponsor is invited to participate in volunteer days at the MHM warehouse in Warren, NJ. Our team will proudly feature and position your logo in our warehouse where it is visible to community donors, volunteer groups and distribution partners.

SNOW BALL SPONSORSHIP OPPORTUNITIES

LEVELS*	NUMBER OF TICKETS	VIP TABLE	SPECIAL RECOGNITION DURING PROGRAM	DIGITAL AD
PRESENTING \$10,000	12	✓	✓	Full Screen
DINNER \$7,500	12	✓	✓	Full Screen
COCKTAIL RECEPTION \$5,000	10		✓	Full Screen
BAR \$2,500	6			Half Screen
TABLE \$2,500	10			Digital Journal
WINE CHEST \$1,500	2			Half Screen
EVENT \$1,000	2			Half Screen
SUPPORTER \$500	2			Digital Journal

**Two opportunities available for each level except for Table and Supporter, which are unlimited. Presenting sponsors are industry exclusive.*

SNOW BALL SPONSORSHIP OPPORTUNITIES

LEVELS*	RECOGNITION SELECTION	EVENT RECOGNITION	PRE AND POST EVENT RECOGNITION
PRESENTING \$10,000		Step & Repeat Signage Dinner Menu	Social Media Mentions Event webpage MHM Newsletter Press Release
DINNER \$7,500		Signage Dinner Menu	Social Media Mentions Event webpage MHM Newsletter
COCKTAIL RECEPTION \$5,000		Cocktail Reception Signage	Social Media Mentions Event webpage MHM Newsletter
BAR \$2,500	Select One: Dinner Bar Signature Cocktail	Dinner Bar or Signature Cocktail Signage	Event webpage MHM Newsletter
TABLE \$2,500		Table signage	
WINE CHEST \$1,500		Wine Chest Signage	Event webpage MHM Newsletter
EVENT \$1,000	Select One: Entertainment Photobooth Coat Check	Signage	Event webpage MHM Newsletter

*Two opportunities available for each level except for Table and Supporter, which are unlimited.
Presenting sponsors are industry exclusive.



SPONSORSHIP FORM



Contact _____ Date _____

Company Name _____ Contact Phone _____

Address _____ Email Address _____

City/State/Zip _____

Sponsorship Level

- \$25,000 Platinum
- \$10,000 Presenting
- \$7,500 Dinner
- \$5,000 Cocktail Reception
- \$2,500 Select One Dinner Bar Signature Cocktail Table Sponsor
- \$1,500 Wine Chest
- \$1,000 Select One Photo Booth DJ Entertainment Coat Check
- \$500 Supporter

Digital Screen Ads

Ads will be presented digitally on prominent screens throughout the evening. Tickets *not* included.

- \$400 Full Screen Ad
- \$250 Half Screen Ad
- \$100 Name Listed on Digital Journal

Please send all artwork to Cacky@momshelpingmoms.org. Artwork must be submitted by February 9, 2024.

Payment and Recognition Information

Payment Amount \$ _____

- Payment Method Check (Payable to Moms Helping Moms Foundation with Snow Ball in memo line)
- Online

Please write your name or company/organization the way you would like it to appear on event materials:

Please return this form along with payment to Cacky@momshelpingmomsfoundation.org or by mail to Moms Helping Moms Foundation, 223 Stirling Rd., Ste. E, Warren, NJ 07059.