



Dear Community Partner –

There is a new event sweeping the nation and we invite you to be part of ICAN of Tampa Bay's Mom Prom 2016. A "Mom Prom" is an *ultimate* girls' night out – a chance for women and mothers 18 and older to get together and dance, eat, drink, talk, laugh, pose for pictures with their friends, relive some of their own glory days and make new memories with friends. It's also a fun way to support an important cause because a portion of the proceeds from each ticket will benefit a non-profit organization whose mission is to improve the health of women and children. Last year was our first Mom Prom and we were pleased to welcome almost 80 women who danced the night away. Their support and enthusiasm for the event was overwhelming. This year we anticipate over 100 women from all ages! Join us for an amazing night to celebrate as well as raise funds and awareness for The International Cesarean Awareness Network (ICAN). Enjoy a night of silent auction, food, and dancing.

**June 18, 2016 – MOM PROM.**

Please consider participating by:

- Sponsoring part of the evening. There are many levels of sponsorship available to fit all budgets.
- Donating an auction item and/or service for our event.
- Purchasing tickets to attend MOM PROM for you and/or all the special women in your life.

Not familiar with ICAN of Tampa Bay? We are a location chapter of The International Cesarean Awareness Network, is dedicated to help bring awareness to the importance of the maternal-child health by preventing unnecessary cesareans through education, providing support for cesarean recovery, and promoting vaginal birth after cesarean. The number of unnecessary cesareans performed in Florida continues to remain above the national average. We support our local community by holding monthly meetings in Tampa, Clearwater and Lakeland where we provide educational presentations and offer woman-to-woman & partner support to those seeking it. In addition to our official meetings, we also make ourselves available throughout the month for email and phone call questions and assistance as well as our online support group where local women can connect. With your support we strive to reach more women and families. We kindly ask that you consider sponsoring, participating and/or contributing to our upcoming event, **Mom Prom**. Please let me know if you have ideas for ways our organization can partner, collaborate or bring further awareness to support our mission. Thank you for your consideration. Please feel free to contact me at (727) 433-0213 or via email [tampabay.fl@ican-online.org](mailto:tampabay.fl@ican-online.org) if you have any questions.

Warm regards,

Melissa Taylor  
Chapter Leader, ICAN of Tampa Bay



# Mom Prom

## 2016 SPONSORSHIP PACKET



# SPONSORSHIP LEVELS

**100 Grand**

**\$1000**

**1 Available**



- Main Sponsors for Swag Bag (up to 3 items in each bag)
- Premier placement for your Name/Logo on our website, advertisements & flyers
- Business name promoted at event (designated by signage, announcements, song dedication and other available opportunities)
- Social Media promotion
- Four complimentary Mom Prom tickets

**PayDay**

**\$600**

**2 Available**



- Co-sponsor for Swag Bag (up to 2 items in each bag)
- Name/Logo on our website, advertisements & flyers
- Business name promoted at event (designated by signage, song dedication & announcements)
- Social Media promotion
- Two complimentary Mom Prom tickets

**Skor**

**\$300**

**3 Available**



- One Swag Bag item
- Name/Logo on our website, advertisements & flyers
- Business name promoted at event (Designated by signage & shout out)
- Social Media promotion
- 20% off one Mom Prom Ticket

**Bit-O-Honey**

**\$100**



- One Swag Bag item in each bag
- Name/Logo on website and flyers

**Baby Ruth**

**\$40**



- One Swag Bag item in each bag

# OTHER PATHS TO TAKE

## **Music Sponsor - \$300 - 1 available**

Sponsoring our rockin' tunes will have your business's logo front and center for all to see. Next to the stage and dance floor, this is prime advertising real estate. If you ARE a DJ, this has your name written all over it!



## **Hospitality Sponsor \$200 - 3 available**

This sponsorship is an opportunity for your business to possess an advertising location that has people coming back for more! Our dessert bar, hors d'oeuvres, and refreshments stations will give many opportunities for your logo to be seen.

## **Red Carpet Sponsor \$50 - 10 available**

As the ladies enter the event, we will have a red carpet photo-op! Don't miss this opportunity to sponsor our red carpet and have your logo displayed in this popular area where your business can be photographed, shared, tweeted, and liked!

## **Decor Sponsor \$100 - 5 available**

Sponsoring our fabulous decor will reserve a table's promotional space for your business. In addition to a prime location to display brochures and business cards for prom-goers to peruse, your logo will be displayed vertically as a piece of our centerpiece to attract many views for your business.

## **Candy Bar Sponsor \$200 - 2 available**

Sponsoring our sweet candy bar will have your logo on our bags for moms to pick out delicious treats. In addition, signage will be placed next to the bar - sure to be a favorite hangout!



# ITS ALL ABOUT THE DETAILS

**Sponsorship value:** A portion of the sponsorship level must be donated in monetary funds or arranged as exchange of services for the event. Remaining value can consist of donation value of Silent Auction items or gift certificates. Unfortunately, coupon totals do not count towards sponsorship value totals.

**SWAG Bags:** SWAG bags will be available to the first 100 Tampa Bay Mom Prom Tickets purchased. Sponsors are invited to include business cards, brochures, coupons, or other promotional item or product for placement in the event bags.

**Website:** Your name or logo will be placed as noted on the Tampa Bay Mom Prom website (<http://www.ican-online.org/tampabay/momprom/>).

**Social Media:** Tampa Bay Mom Prom currently utilizes Facebook (FB.com/TBMomProm), Twitter (@TB-MomProm), and Instagram (@ICANTampaBay). This includes promotion in the closed ICAN of Tampa Facebook group and Facebook page.

**Event Announcements:** 100 Grand & PayDay sponsors will be featured during announcements through the evening by our MC during door prizes, icebreakers, and other breaks to address attendees.

**Tickets:** 100 Grand, PayDay, Skor & Bit-O-Honey sponsors will receive the number of complimentary tickets listed.

## **Additional Information:**

Sponsorships will be accepted and processed in the order in which they are received. Tampa Bay Mom Prom and ICAN of Tampa Bay reserve the right to limit sponsorship of duplicate business types. So don't delay! Submit your sponsorship today!

Payments can be made via PayPal to [tampabay.fl@ican-online.org](mailto:tampabay.fl@ican-online.org), online via <http://www.ican-online.org/tampabay/donate/> or via check. Please email us to confirm your sponsorship request.

## **DEADLINES:**

Your sponsorship must be received by Friday, May 20, 2016 to receive all noted benefits.

SWAG bag items must be delivered by June 3 to be included.

Tickets included in sponsorship levels must be claimed by May 15.

Disclosure: ICAN of Tampa does not guarantee, express or imply any representations or endorsements of any kind with regard to the event, or with respect to any information, products, services, merchandise, or material provided on or through the event.

