



# 9th annual Moms' Run 2012

*A 5K run/walk to benefit the Ruth Rhoden Craven Foundation  
for Postpartum Depression Awareness*

**Saturday, May 12 at 8 a.m.  
Blackbaud Stadium, Daniel Island, S.C.**



# The Ruth Rhoden Craven Foundation

*Educating • Supporting • Healing*

The Ruth Rhoden Craven Foundation for Postpartum Depression Awareness is dedicated to educating and supporting mothers and their families, the medical community and the general public about the signs and symptoms of postpartum depression, available treatment options and community resources. We strive to increase awareness, inspire support and break the stigma of this widespread and often misunderstood illness both in our local community and across the country.

## **Ways the Ruth Rhoden Craven Foundation is helping women and their families in the Lowcountry:**

- Postpartum depression support group on Daniel Island
- Moving Into Motherhood, a support group for new moms at the Center for Women
- Grants for women who cannot afford treatment
- Educating the general public, new and soon-to-be parents and medical professionals about the signs, symptoms and treatment of postpartum depression

## **What one woman had to say about her experience with the Foundation:**

*Thank you so much for all the help you have given me. My entire family thanks you because they feel they got the wife/mom/sister/daughter back that went away from some time. May God bless you and the Ruth Craven Foundation.*

# Ruth Rhoden Craven Foundation Presents: Family Fun Day

Saturday, May 12

9 a.m. – Noon

Blackbaud Stadium, Daniel Island, S.C.

The Ruth Rhoden Craven Foundation invites Lowcountry moms and their families to enjoy a morning of fun, food and entertainment immediately following the Moms' Run at Blackbaud Stadium.

All Moms' Run participants are offered complimentary admittance to Family Fun Day.

Participation in the Moms' Run is NOT required to attend Family Fun Day. For those not participating in the Moms' Run, a \$10 donation at the door will entitle each family to complimentary food, beverages, music, games and activities.



# MOMS' RUN

**Saturday, May 12 at 8 a.m.  
Blackbaud Stadium, Daniel Island, S.C.**

## **EXCLUSIVE Presenting Sponsor: \$5,000**

- Premiere logo placement on race T-shirt and all printed materials, including posters and advertising
- Placement on Ruth Rhoden Craven Foundation website
- 6 complimentary race registrations with T-shirts
- Course signage (provided by company)
- Complimentary exhibitor booth at the Moms' Run post-race festivities (table and tent provided)
- Company info/giveaways in race day bags/packets (provided by company)
- Opportunity to address race participants during the announcements prior to the race start.

## **Ruth Sponsor: \$3,000**

- Second tier logo placement on race T-shirt and all printed materials, including posters and advertising
- Placement on Ruth Rhoden Craven Foundation website
- 4 complimentary race registrations (T-shirt not included)
- Complimentary exhibitor booth at the Moms' Run post-race festivities (table and tent provided)
- Company info/giveaways in race day bags/packets (provided by company)

## **EXCLUSIVE Bag Sponsor: \$1,500**

- Company logo on the race bag alongside Moms' Run logo
- Complimentary exhibitor booth at the Moms' Run post-race festivities (table and tent provided)
- Company info/giveaways in race day bags/packets (provided by company)
- Placement on Ruth Rhoden Craven Foundation website

## **Supporting Sponsor: \$500**

- Third tier logo placement on race T-shirt and printed materials, including posters and advertising
- Placement on Ruth Rhoden Craven Foundation website

## **Exhibitor: \$100; \$75 nonprofit**

Set up a booth at post-race festivities (vendor provides own tent and table or race director can provide tent and table for an additional fee). Please note, vendors are not allowed to sell items at the event. Vendors may display items, give away handouts/goodies, take orders for products or distribute information only.

## **In-Kind Supporters**

### **Restaurant Sponsor – provide food and/or beverage on race day**

- Table and tent
- Placement on Ruth Rhoden Craven Foundation website
- Company info/giveaways in race day bags/packets (provided by company)
- Third tier logo placement on race T-shirt and printed materials, including posters and advertising

**Entertainment Sponsor – provide entertainment for Family Fun Day following race**

- Table and tent
- Placement on Ruth Rhoden Craven Foundation website
- Company info/giveaways in race day bags/packets (provided by company)
- Third tier logo placement on race T-shirt and printed materials, including posters and advertising

*Examples of entertainment sponsors needed:*

- Jump castle
- Craft stations and games for children
- Face painting
- Balloon animals/clown
- Fire station
- Dance performers

**Additional in-kind donations needed:**

- Coupons, fliers, gift certificates and other goodies for the race bags as well as bigger ticket items for awards
- Deejay service
- Printing services for posters and fliers
- T-shirts
- Bottled water/snacks for race participants
- Bib sponsor (sponsor's name is listed on the race bib)

**To have your business name/logo included on printed marketing materials  
and race T-shirts, the deadline is March 16, 2012**

## 2012 Moms' Run - Sponsorship Agreement

This agreement is made by and between The Ruth Rhoden Craven Foundation for Postpartum Depression Awareness, a South Carolina 501c3 Charitable Corporation and

\_\_\_\_\_ dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

The Ruth Rhoden Craven Foundation agrees to provide the following services and privileges to the sponsors as outlined in the sponsorship outline:

### Sponsorships:

- \_\_\_\_\_ EXCLUSIVE BAG Sponsor – \$1,500
- \_\_\_\_\_ EXCLUSIVE PRESENTING Sponsor - \$5,000
- \_\_\_\_\_ RUTH Sponsor - \$3,000
- \_\_\_\_\_ SUPPORTING Sponsor - \$500
- \_\_\_\_\_ IN-KIND Donor
- \_\_\_\_\_ EXHIBITOR for Family Fun Day

Sponsor shall pay the Ruth Rhoden Craven Foundation the sum of \$ \_\_\_\_\_, which sum is due and payable within 15 days of this contract or by \_\_\_\_\_

Donor's business name (as it should appear on event materials) \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Business website: \_\_\_\_\_

Estimated value of donation if an in-kind donation: \_\_\_\_\_

For questions, contact Risa Mason at 843-345-7294 or [risa@livedreamthrive.com](mailto:risa@livedreamthrive.com). Send checks to Ruth Rhoden Craven Foundation at 295 Seven Farms Drive, Suite C-116, Daniel Island, SC 29492

*This is your receipt. Please keep at copy of this form for your company records.*