

SHADES*of***BLUE** JULY 19-25, 2025

BMMHW 2025

FUTURE FORWARD TIMES

2025
YEAR OF THE
“SHIFT”

HOW WE
MAKE
SHIFT
HAPPEN
TOGETHER

BUILDING A
VILLAGE

THE
CONVERSATION
CONTINUES

BLACK
Maternal **MENTAL**
HEALTH WEEK®



FROM OUR EXECUTIVE DIRECTOR



Over the past decade, we've made incredible progress, and we're deeply grateful to everyone who has walked this path with us. This journey is personal to me—I wouldn't trade the sacrifices it takes to strengthen families and ensure that birthing individuals receive the mental health care they need and deserve.

Black Maternal Mental Health Week was created to elevate awareness around maternal mental health and its impact on communities of color. It's more than just a week; it's an opportunity to expand educational outreach and build understanding within communities nationwide, bringing support to providers and transforming hospital systems.

All too often, women of color are undiagnosed and undertreated for this potentially life-threatening condition. Black Maternal Mental Health Week offers a vital chance to connect community organizers, individuals, and maternal health advocates, building networks that spark effective practices and reshape how our communities access and trust mental health resources.

Driven by our core values of acknowledgment, respect, and unwavering support, our team remains committed to serving birthing individuals and their families every day. Yet, for this effort to truly thrive and make a lasting difference, we need your partnership. Your support is crucial to making this initiative both impactful and sustainable for the communities we serve. Thank you for standing with us.

EXECUTIVE DIRECTOR

OUR STORY



Our Home State Houston, Texas

BabyCakes & Brunch is a 501(c)(3) non-profit organization based in Houston, Texas, with The Shades of Blue Project as our signature program. We provide essential items such as diapers, clothing, and other necessities to support new mothers and their families.



The Shades of Blue Project is committed to supporting minority women experiencing postpartum depression and anxiety. We provide mental health advocacy, treatment, and support for women before, during, and after childbirth, serving communities both locally and globally.

OUR 2025 BMMH WEEK THEME



Our theme this year is:

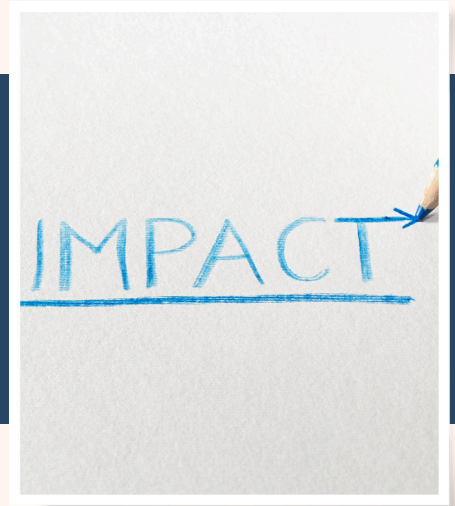
“Building an Accountable Village: By Providing Sustainability and Generational Impact through Inspiration, Nourishment and Mindful Awareness”

This year’s theme, “Building an Accountable Village: Providing Sustainability and Generational Impact through Inspiration, Nourishment, and Mindful Awareness,” embodies our commitment to fostering long-term support and well-being for Black mothers and their families. Our goal is to create a community of accountability, where the collective efforts of individuals, families, healthcare providers, and advocates work together to build sustainable systems of care.

Through inspiration, we’re encouraging hope and resilience; with nourishment, we’re promoting holistic wellness and essential resources; and with mindful awareness, we’re increasing understanding and sensitivity around maternal mental health. Together, these elements contribute to a generational impact, ensuring that current and future mothers experience the compassionate care and support they deserve. This year, we’re focused on bringing these values to life within our communities, making a lasting difference for mothers, families, and future generations.

4.1 “THE YEAR OF THE SHIFT”

OUR IMPACT



Each year, our week-long series of events brings together mental health leaders and celebrities from across the U.S. and around the world.

- 2024: We had our largest Black Materna Mental Week campaign to date
- 2024: Engaged over 100k individuals on social media and over 1million impressions over the seven day timeframe.
- 2024: Raised more than \$95,000 to continue providing comprehensive resources, making it our most impactful year for fundraising and community engagement

Past participants have included influential organizations such as the White House Maternal Health Council, several national organizations, and numerous national and international partners.

Our national campaign has led us to collaborate with brand partners who share our vision of promoting health equity for Black birthing individuals, uplifting mothers throughout their birthing journey, and helping them reclaim joy and peace of mind.

4.2 “THE YEAR OF THE SHIFT”

BRAND TITLE SPONSORSHIP

75,000

Category Exclusivity & Acknowledgment on all event materials
First right of renewal
Premium Logo Placement on Main Website & Event page
Sponsored INSPIRE Support Group in local community for 1 year (includes INSPIRE facilitator training, licensing, support)
Dedicated Email sharing your commitment to our cause
Key featured brand & speaker spot for event of choice
Co-branded Social Post for event/campaign with partner logo
Logo on sponsor page for 1 year
Partner logo on social media promo
Name mentions on all Web, Television and Radio
Advertisements and Interviews Locally and Internationally



05 "THE YEAR OF THE SHIFT"

PRESENTING SPONSORSHIP

50,000

As the exclusive Presenting Sponsor, you will be prominently featured across all BMMHW events and materials.

- **Brand Visibility:** Logo on all BMMHW marketing materials, website, and social media channels.
- **Event Presence:** Keynote speaking opportunity at the BMMHW Summit and Art of Motherhood Showcase.
- **Exclusive Workshop:** Host a branded workshop or informational session.
- **Customized Benefits:** Tailored engagement opportunities based on sponsor objectives.
- **Comprehensive Coverage:** Dedicated sponsor highlight across social media channels, email newsletters, and press releases.



5.1 "THE YEAR OF THE SHIFT"

"MAKE SHIFT HAPPEN "

SPONSORSHIP

35,000

Webinar Series Brand Sponsor supports our impactful, year-round educational webinars focused on advancing maternal mental health awareness, reaching diverse audiences with essential knowledge and resources.

- **Logo Placement on The Shades of Blue Project Site,**
- **Black Maternal Mental Health Summit Site**
- **Guest Passes 10**
- **Branding on all event material including:**
- **Advertisement in event Slideshow and Program book**
- **Event signage virtual and printed materials**
- **Event media releases**
- **E-newsletters**
- **Website and other Media platforms**



06 "THE YEAR OF THE SHIFT"

SUPPORTING SPONSOR

\$25,000

Gain significant visibility and engage with the BMMHW audience.

- **Brand Placement:** Logo on select marketing materials and event signage.
- **Workshop Opportunity:** Co-host a workshop or panel session.
- **Event Access:** VIP access for 10 representatives at all events, including the Congressional Briefing and Reception.
- **Social Media Feature:** Highlighted in social media posts and newsletters as a Supporting Sponsor.

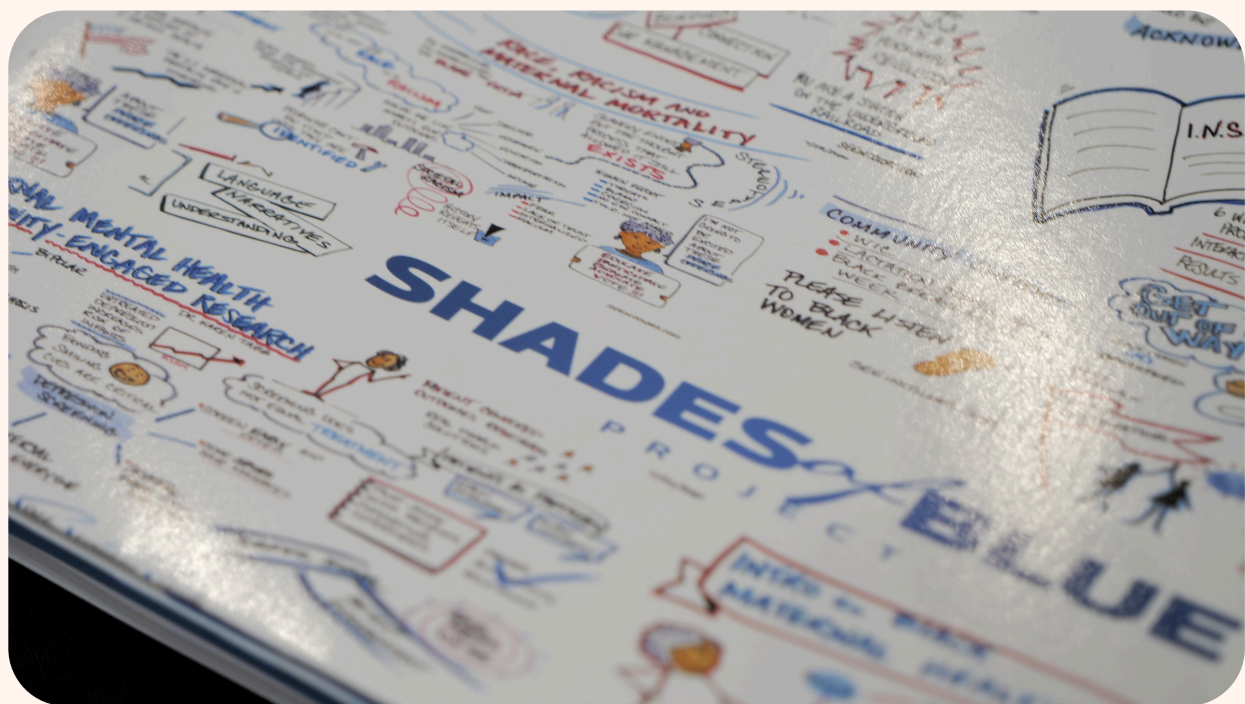


PROGRAM SPONSOR

\$15,000

Support a specific BMMHW program, aligning with your brand values and reaching a targeted audience.

- **Event Branding:** Logo placement on materials for one key event (e.g., INSPIRE Brunch Angel Awards or Congressional Briefing).
- **On-Site Activation:** Opportunity to host a branded booth or display.
- **Social Media Recognition:** Featured in event-specific social media posts.
- **Complimentary Tickets:** VIP access for 6 representatives.



07 "THE YEAR OF THE SHIFT"

COMMUNITY SPONSOR

\$10,000

Demonstrate your commitment to Black maternal mental health through a community-centered sponsorship.

- **Program Branding:** Logo placement at the Stepping for Black Mamas Awareness Walk or Party with a Purpose.
- **Branded Activation:** Opportunity to provide branded giveaways at one event.
- **Social Media Acknowledgment:** Named in select social media and promotional materials.
- **Event Access:** VIP access for 4 representatives.



WELLNESS SPONSORSHIP

10,000

The Wellness Space at our summit offers a tranquil environment where attendees can engage in restorative activities, promoting relaxation and holistic well-being throughout the event.

- 5 in Person Passes
- Recognition as Sponsored by:
- Branding on all event material including:
- Advertisement in event slideshow and program book
- Event signage and printed materials
- Event media releases
- E-newsletters
- Website and other media platforms



09 "THE YEAR OF THE SHIFT"

EVENT SPONSOR

\$5,000

Support a specific BMMHW event of your choice.

- **Event Presence:** Logo placement at one event (Stepping for Black Mamas, Party with a Purpose, etc.).
- **Social Media Mention:** Thanked on social media channels.
- **Event Tickets:** Access for 2 representatives to all events.



SHADES OF BLUE (AQUA) SPONSORSHIP 2,500

**Keep Pushing Forward Acknowledgment
2 Summit Passes
Branding Selected Event Material
Sponsorship List Resource Page**



SHADES OF BLUE (SKY) SPONSORSHIP 1,500

- **Difference Maker Acknowledgement**
- **2 Summit Passes**
- **Media E-Blast**



12 **"THE YEAR OF THE SHIFT"**

LOCAL SUPPORTER

\$1,000

- **Brand Visibility:** Logo on a “Local Supporter” banner at community gatherings.
- **Digital Promotion:** Highlight in a “Community Spotlight” social media post with a brief business introduction.
- **Networking Opportunity:** Invitation to an online meet-and-greet with other sponsors and local community leaders.



IN-KIND PARTNER

For small businesses that prefer to contribute products or services:

- **Customized Benefits:** Opportunities tailored based on the type and quantity of the in-kind donation, such as catering for an event, wellness products for attendees, or printing services.
- **Brand Exposure:** Logo placement at event areas associated with the in-kind donation (e.g., “Refreshments provided by...”).
- **Community Recognition:** Mention in digital and printed event materials highlighting in-kind partners.



Contact us: sponsors@shadesofblueproject.org



Commitment to Sponsorship must be received
by June 1, 2025

SHADES *of* BLUE
PROJECT