

INFORMATION PACKET



Fresh Starts

Community Baby Shower

The Fresh Starts Community Baby Shower (www.FreshStartsBabyShower.com), hosted by ABetterMemphis.com, Inc., is Memphis' most unique community event. Held in Memphis, Tennessee, the heartbeat for the fight against infant mortality, The Fresh Starts Community Baby Shower is scheduled for Saturday November 18, 2017 at Breath of Life Christian Center located at 3795 Frayser-Raleigh Rd. This year, we expect over 500 guests, sponsors and vendors will enjoy a day of an appealing mix of education, motivation and opportunity presented by community partners and businesses from the host communities, the City of Memphis and the State of Tennessee. This annual event is a true celebration of new beginnings, family, and empowerment.



Why a Community Baby Shower?

Memphis has the highest infant mortality rate among the nation's 60 largest cities. Babies deaths in Memphis are double that of the average rate of the national. **An infant dies in Shelby County every 43 hours.**

In 2002, 202 babies didn't see their first birthday. Think about that. That is enough babies to fill 10 kindergarten classrooms. By comparison, there were 122 homicide victims in the city and county last year. Several

Memphis ZIP codes have infant death rates higher than scores of Third World countries. North Memphis' 38108, which include the tattered communities of Douglass and Hollywood, are deadlier for babies than Vietnam, El Salvador and Iran. Infant mortality is the barometer of a community's problems:

- poverty,
- pollution,
- crime,
- lack of education,
- access to health care and
- safe, affordable housing.

Although, Black mothers nationwide are more than twice as likely to lose a child before age 1 than other women, Fresh Starts Community Baby Shower targets all races and backgrounds in the City of Memphis that are at risk of losing children prematurely. Memphis' infant death rate is higher than New York City and Dallas combined.



Credit to Fresh Starts Community baby Shower and other worthy initiatives, the issue is on the radar of local political and community leaders. In Memphis, the nation's infant death capital for at least a decade, efforts to confront these problems have been increased but are splintered. Only recently has there has been a comprehensive effort to curb the problem. However, programs have come and gone as funding has come and gone. FSCBS has been a constant in the fight to lower infant mortality.



More than 60 percent of city high school students say they've had sex and nearly a third have had four or more partners. Shelby County's teen pregnancy rate is down but still among the country's highest. Prematurity is the No. 1 baby killer in Memphis and nationwide, accounting for at least 60 percent of the deaths. In half of those cases doctors don't know why the babies came early. Poor women are more likely to deliver too early - between 20 and 37 weeks - and lose their babies. The odds are against them. Their lives too often reflect the long list of risk factors.

Poor mothers are less likely to get prenatal care, less likely to eat right and get vitamins they need.

They're more likely to smoke, drink, use drugs, and suffer mental and physical abuse. They're more likely to have unplanned or back-to-back pregnancies. Poor mothers are more often high school dropouts and teenagers, more likely to live near toxic streams and dumping grounds.

The county's 11 public health clinics nestled in the poorest neighborhoods see thousands of patients - many of them teens with their moms - seeking birth control and other ob-gyn services each year. Thousands more are on Medicaid using private providers. But last year 604 mothers got no prenatal care. Hundreds more saw the doctor too little or too late. At least one-third of the pregnant teens got inadequate care.

The message is clear that there is a need for an event of this nature. We would be pleased to have you join us in this year's Community Baby Shower. You will find that there is no other event in the city that delivers a unique mix of support, awareness, education, and opportunity - in a celebration of **motherhood, health, and life.**

Here's a link to pictures and video from last year's Fresh Starts Community Baby Shower:

https://www.youtube.com/watch?feature=player_detailpage&v=AfGxnnCc7Us

<https://www.youtube.com/watch?v=DNtRszyZqGc>

<https://www.facebook.com/media/set/?set=a.584663031606135.1073741827.158520904220352&type=1&l=52300af583>

Dear Community Supporter:

ABetterMemphis.com cordially invites you to become a sponsor and partner with *The Fresh Starts Community Baby Shower* is held at Breath of Life Christian Center 3795 Frayser- Raleigh Rd on the Saturday preceding Thanksgivings Day annually. The event was created to promote family, healthy pregnancies. In addition it provides empowerment and opportunity for expectant and new mothers from the Memphis community. The Community Baby Shower makes available opportunities in education and health. As an attraction we provide new items that help with healthy pregnancies, lifestyles, childbirth and rearing of newborns.

The event is **free**. **Guests must pre-register through the website.**

www.FreshStartsBabyShower.com Fresh Starts Community Baby Shower will take place Saturday, November 18, 2017 beginning at 2:00 p.m. and ending at 6:00 p.m. (starts times may change depending on event schedule).

The mission of the Fresh Starts Community Baby Shower is to serve as an annual educational and empowerment event that is specifically geared towards educating new and expecting mothers on how to have a healthy pregnancy, rearing a healthy child and living a healthy lifestyle.



Our mission at ABetterMemphis.com is to empower communities through education, organization and advocacy.

WHO IS INVITED TO ATTEND THE COMMUNITY BABY SHOWER?

- Educators
- Parents
- Non Profits
- Mentors
- Elected Officials
- Healthcare Professionals
- Pediatricians
- OBGYN Doctors
- Breast Feeding Centers
- Day Care Providers
- D.H.S.
- W.I.C.
- Students
- Employers
- College Recruiters
- Business owners
- Clergy
- Law Enforcement
- Seniors
- Community Leaders
- Adaption & Foster Care Services
- And more.



WHAT WILL HAPPEN AT THE COMMUNITY BABY SHOWER?

Schedule:

- 11:30 - 12:30 PM.....Sponsor/Vendor Setup
- 1:00 – 2:00 PM.....Guest Arrival and Vendor Booth Presentation
- 2:00 – 5:00 PM.....Speakers/Games/Prizes
- 5:00 – 6:00 PM.....Vendor Booth Presentations

*Vendor and sponsor booths will be located in the same room of the Baby Shower as space permits. Secure your booth early as it is on a first come first serve basis.

- Educational Speakers
 1. The Birth Process
 2. Becoming a **good** mother
 3. Your Healthy Pregnancy
 - Prenatal, Diet, Rest, Exercise, Smoking, Drug & Alcohol Use, Etc.
 4. Signs of Pre-Term Labor
 5. Your Child’s Father
 6. Community Support
 7. Mentor Support
 8. Day of Delivery Expectations
 9. Pregnancy and HIV
- Free Health Screenings
- Area College sponsors and representatives will be on hand to assist students and adults seeking higher education
- Insurance & Financial Education
- Voter registration and education
- Motivational speakers
- Employment Information
- Informational Booths
- Baskets with baby items: diapers, wipes, baby powder and etc.
- Important information handed out about how to have a healthy pregnancy
- Lunch will be provided for expectant mothers, mentors and volunteers
- Mentors will be assigned
- Games, Door prizes and Giveaways



OTHER INVITED PARTICIPANTS

- ◆ Babies R Us
- ◆ Burlington Coat Factory
- ◆ K-Mart
- ◆ Marshalls
- ◆ Wal-Mart
- ◆ Walgreens
- ◆ Rite Aid
- ◆ CVS Pharmacy
- ◆ Kimberly-Clark (Huggies)

- ◆ Protector & Gamble (Pampers)
- ◆ Regional One Hospital
- ◆ Gerber
- ◆ City of Memphis
- ◆ Shelby County Government
- ◆ State of Tennessee
- ◆ Congressman Steve Cohen
- ◆ State Representative Larry Miller
- ◆ Memphis, Light, Gas and Water
- ◆ Shelby County Sheriff Dept.
- ◆ Memphis and Shelby County Health Dept.
- ◆ Girls, Inc.
- ◆ UCAN, Inc.
- ◆ Frayser Exchange Club
- ◆ Exchange Club Family Center
- ◆ Frayser Community Development Corporation
- ◆ Raleigh Inspirational Community Development Corporation
- ◆ Fox 13 News
- ◆ Hot 107.1 FM
- ◆ K-97 FM & Other Clear Channel Stations
- ◆ ABC 24
- ◆ CW 30
- ◆ WREG News Channel 3
- ◆ WMC TV 5
- ◆ University of Phoenix
- ◆ LeMoyne Owen College
- ◆ TennderCare
- ◆ Cover Kids
- ◆ Together RX
- ◆ Southwest Community College
- ◆ Methodist Healthcare
- ◆ And more...

A GREAT OPPORTUNITY FOR YOUR BUSINESS AND/OR ORGANIZATION

This family oriented event will consist of an afternoon of education through, speakers, demonstrations, and activities for expecting mothers. In addition, The



Fresh Starts Community Baby Shower serves as a great venue for visibility for both local and national businesses seeking product placement, diversity and introduction to the Memphis market. We are expecting 500 +

people at this year's event. This highly visible and free event will host some of the best in health services, non-profits, community and support services as well as elected, community leaders and guest speakers.

GET INVOLVED



Hello,

We recognize your organization's leadership, service and contribution in the Memphis community. Enclosed is key information that details sponsorship opportunities and the benefits of how your organization can help the Raleigh and Frayser communities thrive. Your sponsorship and/or support will allow us an opportunity to offer Memphis residents and surrounding communities a taste of the potential that these communities can achieve --- Great Quality of Life.

To take full advantage of your chosen level of sponsorship, please complete and return the enclosed **Letter of Intent** as soon as possible.

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For additional information, please contact Antonio Parkinson at 901-379-9101 or e-mail: info@FreshStartsBabyShower.com. Thank you for your support of community. We look forward to developing a lasting and continued partnership with you, your business and/or organization.

Sincerely,

Antonio Parkinson
Founder
ABetterMemphis.com



BENEFITS OF SPONSORSHIP

SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$5,000

- ◆ The ***Fresh Starts Community Baby Shower*** will officially be renamed using your company name (e.g., XYZ Company presents ***The Fresh Starts Community Baby Shower***). This name will cover every event associated with the event schedule.) This sponsorship is available only to one sponsor and is available on a first-come basis. Deadline for all sponsorships is the 1st of October each year. The Presenting Sponsor has the right of first refusal to serve as Presenting Sponsor for the following year event
- ◆ Your company's name and/or logo will be included in radio and television advertising and/or print advertising (newspaper ads, posters, postcard fliers, press releases) promoting the event
- ◆ A banner will be displayed in your company's name in a prominent position during the event
- ◆ Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event
- ◆ Company name or logo on event website (includes hyperlink to your web site)
- ◆ Company name or logo placed on event tee-shirts
- ◆ Spotlight company during events via verbal recognition
- ◆ Your company will be provided first choice of booth space at ***The Fresh Starts Community Baby Shower***. Competitors within your industry will not be able to sponsor the event at any level above Level 3 (available on a first-come basis)
- ◆ Your company will be presented with a certificate of appreciation after the event



SPONSOR LEVEL 2- GOLD SPONSOR- \$2,500

- ◆ Your company's name and/or logo will be included in radio and television advertising as well as print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event
- ◆ Company name or logo on event website (includes hyperlink to your web site)
- ◆ Company name or logo placed on event tee-shirts
- ◆ Spotlight company during events via verbal recognition
- ◆ Your company will be provided first tier choice of booth space at ***The Fresh Starts Community Baby Shower.***
- ◆ Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 3 –SILVER SPONSOR- \$1250

- ◆ Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- ◆ Company name or logo on event website (includes hyperlink to your web site)
- ◆ Spotlight company during Community Baby Shower via verbal recognition
- ◆ Your company will be provided booth space at ***The Fresh Starts Community Baby Shower.***
- ◆ Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 4 –BRONZE SPONSOR- \$500.00

- ◆ Company name or logo on event website (includes hyperlink to your web site)
- ◆ Spotlight company during the event via verbal recognition
- ◆ Your company will be provided booth space at ***The Fresh Starts Community Baby Shower.***
- ◆ Your company will be presented with a certificate of appreciation after the event



Vendors

- ◆ For Profit Vendors Booth Rental - \$125.00
- ◆ Non Profit Vendors Booth Rental - \$100.00



Fresh Starts Community Baby Shower Letter of Intent

On behalf of _____
(Company name)

We intend to be a: Level 1 Level 2 Level 3 Level 4 Vendor
(Check appropriate box)

Our sponsorship will be paid by (date) _____

**Please make check payable to: ABetterMemphis.com, Inc.
c/o Fresh Starts Community Baby Shower**

Name: _____

Email (Req): _____

Company: _____

Telephone: _____

Fax: _____

Signature: _____

Date: _____

Please send to: ABetterMemphis.com, Inc.
P.O Box 281376
Memphis, TN 38168

E-mail: ABetterMemphis@aol.com
Phone: 901-379-9101
Fax: 901.922.5675

For Office Use Only

Amount Received: \$ _____ Form of Payment: _____

Received By (Please Print): _____

Received By (Please Sign): _____ Date: _____