



Cherished Mom is a leading non-profit organization dedicated to supporting maternal mental health and well-being. We are excited to present our combined sponsorship proposal for two impactful 2025 campaigns: Postpartum Psychosis (PPP) Awareness Day and the "Is Mom Ok?" Maternal Suicide Awareness and Prevention campaign. These initiatives offer unique opportunities to raise awareness, reduce stigma, and provide critical support to mothers and families affected by perinatal mood and anxiety disorders.

**2025 Sponsorship
Opportunities**



2025 Primary Goals:

Our focus in 2025 is to increase awareness and understanding of Psychosis and Maternal Suicide during pregnancy and the postpartum period and reduce stigma. This includes amplifying survivor voices, providing resources, and working to prevent future suicides and trauma. We will also expand training for healthcare providers, first responders, and mental health professionals on recognizing and responding to signs of crisis, and send survivor-advocates to the PSI conference.

Target Audience: New mothers, families, healthcare providers, and the general public.

SPONSORSHIP OPPORTUNITIES

5th Annual PPP Awareness Day:

Presenting Sponsor (\$20k): Exclusive branding on all campaign materials, prominent logo placement on the website, speaking opportunity at a Cherished Mom Webinar, and recognition in press releases. Sponsor Page on our on demand education courses.

Gold Sponsor (\$10k): Logo placement on campaign materials, website recognition, and social media mentions.

Silver Sponsor (\$5k): Website recognition and social media mentions.

2nd Annual "Is Mom Ok?" Campaign:

Presenting Sponsor (\$20k): Exclusive branding on all campaign materials, prominent logo placement on the website, and recognition in press releases. Cherished Mom Webinar. Sponsor Page on our on demand education courses.

Gold Sponsor (\$10k): Logo placement on campaign materials, website recognition, and social media mentions.

Silver Sponsor (\$5k): Website recognition and social media mentions.

Combined Campaign Sponsorship (25% Discount):

- Presenting Sponsor (\$30k - 25%): All benefits of the individual Presenting Sponsorships for both campaigns.
- Gold Sponsor (\$15k - 25%): All benefits of the individual Gold Sponsorships for both campaigns.
- Silver Sponsor (\$7.5k - 25%): All benefits of the individual Silver Sponsorships for both campaigns.



5TH ANNUAL PPP AWARENESS DAY

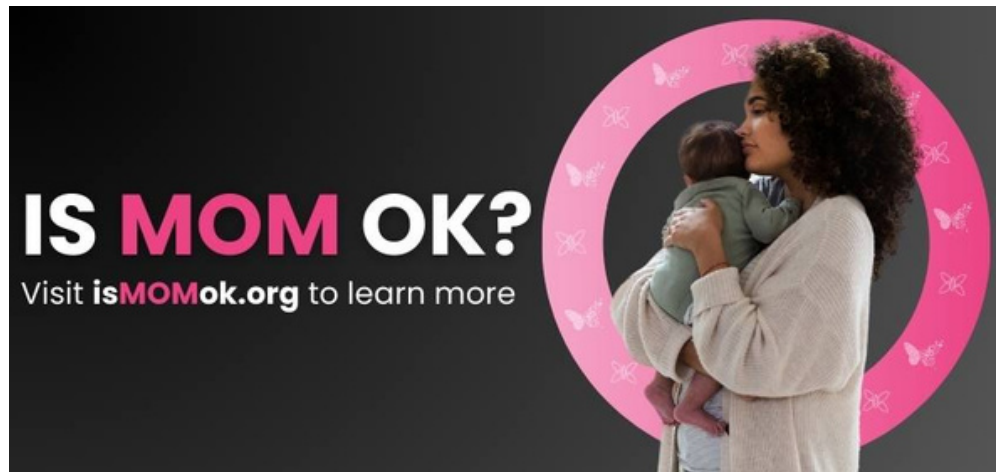


Pregnancy & Postpartum Psychosis (PPP) Awareness Day, the first US-based awareness campaign specific to perinatal psychosis, is happening May 2, 2025. We are undertaking a significant fundraising effort and seek financial support from community partners like you. While the exact cause of PPP is not fully understood, certain risk factors, such as a personal or family history of bipolar disorder or previous episodes of postpartum psychosis, may increase the likelihood of developing this condition. It is estimated perinatal psychosis affects 1-2 in 1000 women in the first 3 months postpartum. With your support we will increase awareness, educate, prevent trauma, and provide support for perinatal psychosis survivors and their families. We believe that together, we can save lives.

"Amazing organization that is run with kindness and compassion for parents in need of mental health support and resources during pregnancy or postpartum."

Sarah L. - PPP Survivor

MATERNAL SUICIDE AWARENESS CAMPAIGN



Suicide is a leading cause of death in the postpartum period. In September 2024 Cherished Mom Launched the “Is MOM Ok?” Campaign: In a PSA partnership with Lamar Advertising, a maternal suicide awareness and prevention campaign that has significantly amplified our message with a focus on saving lives and preventing trauma reaching more than 2.5 million people in the US last September.

Maternal Suicide Awareness Initiatives:

- Assumption of Responsibility for the Maternal Suicide Remembrance Wall: Previously managed by the Policy Center for Maternal Mental Health, this important memorial now falls under our stewardship.
- Leadership of Maternal Suicide Awareness Week: Beginning 2025, we will lead the Maternal Suicide Awareness Week every September.
- Butterfly Memorial Release: Cherished Mom hosted a monarch butterfly release to those lost to Maternal Mental Health Challenges.

Benefits of Sponsorship



Benefits of Sponsorship:

- Brand Visibility: Reach a highly engaged audience passionate about maternal mental health.
- Positive Brand Association: Align your brand with a vital cause and demonstrate your commitment to social responsibility.
- Networking Opportunities: Connect with key stakeholders in the maternal health community.
- Targeted Marketing: Reach your desired demographic through our various campaign channels.
- Measurable Impact: Receive reports on campaign reach and engagement.

"Cherished Mom has helped me so much throughout my time with postpartum depression and I am so grateful for everyone there!"
Nay Robinson-PPD Survivor

Become a Sponsor Today!

| | PPP Awareness Day | Is MOM ok? | Combined Campaign Sponsorship |
|-------------------|--------------------------|-------------------|--------------------------------------|
| Presenting | \$20,000 | \$20,000 | \$30,000 |
| Gold | \$10,000 | \$10,000 | \$15,000 |
| Silver | \$5,000 | \$5,000 | \$7,500 |

Join us in championing maternal mental health. Partner with Cherished Mom to make a real difference in the lives of mothers and families. Contact us today to discuss your sponsorship options and customize a package that meets your needs. Together we can save lives.

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