



# BLACK MATERNAL HEALTH WEEK

April 11-17, 2021

Dear Supporter,

Thank you for continuing to be an ally of the Black Mamas Matter Alliance! We are pleased to announce the fourth annual national Black Maternal Health Week (#BMHW21), to be held April 11–17, 2021. This year's #BMHW21 campaign will be followed by The Black Maternal Health Virtual Conference (#BMHC21) which is scheduled for April 16th - April 17th, 2021.

Founded by the **Black Mamas Matter Alliance** and intentionally coinciding with National Minority Health Month and the International Day for Maternal Health and Rights, this week serves as an opportunity to raise awareness, inspire activism, and strengthen organizing to advance Black maternal health equity.

## **We invite your support to help make this year's campaign a huge success!**

Through Black Maternal Health Week 2021 (#BMHW21) activities, we will:

- Deepen the national conversation about Black maternal health in the US;
- Amplify community-driven policy, research, activism, and care solutions;
- Center the voices of Black Mamas, women, families, and stakeholders; and
- Provide a national platform for Black-led entities and efforts on maternal health, birth and reproductive justice.

As a result of our efforts, we hope people across the nation and beyond will not only be better informed about the state of Black Maternal Health in the U.S. but will also be inspired to begin to create change in their own communities.

*Black Maternal Health Week is growing, and we want you to be a part of the movement.*

In 2020, the Coronavirus pandemic forced us to pivot from in-person events and strategize for a virtual-only campaign. Despite changes to our schedule and program, we garnered over 800 thousand social media impressions, and over 10,000 registrants for our digital activities, alone, including tweet chats, webinars, and other events. Your financial support can help us deepen our impact while providing your organization the opportunity to further engage with BMMA's broad and ever-growing community of advocates, service-providers, researchers, and Black Mamas all fighting to advance Black maternal health.

Join us in our mission to advance Black maternal health, rights, and justice by becoming a sponsor of Black Maternal Health Week 2021. Your sponsorship will help fund coordination, communications and outreach activities, and BMMA-sponsored events, in-person and online, throughout the week and will drive conversation around maternal health equity in the lead up to Mother's Day 2021. With your investment, you will be recognized as a sponsor of the week on our website. Additional incentives per sponsorship level are detailed on the next page.



# BMMA Black Maternal Health Week Sponsorship Opportunities

## Change Maker

### \$10,000 and above

- Acknowledgment of sponsorship at BMMA hosted virtual events
- Exclusive receipt of the BMHW21 Impact Report
- Inclusion of organizational marketing materials in the official #BMHC21 registrant bag.
- All of the benefits of Movement Builder Level

## Movement Builder

### \$5,000-\$9,999

- Inclusion of organizational logo on BMHW21 Flyer
- Exclusive receipt of materials for participation in BMHW Online Events (tweet chat toolkit, etc.)
- All the benefits of the Champion Level

## Champion

### \$1,000-\$4,999

- Inclusion of organizational logo on BMMA Website for a year, up to BMHW21
- Acknowledgment in BMMA Annual Report

## Upholder

### \$500-\$999

- Acknowledgment in BMMA Annual Impact Report

We hope to count on your support to make this Black Maternal Health Week transformative! If you have additional questions about sponsorship or ways to support #BMHW21, please email inquiries to [bmhw@blackmamasmatter.org](mailto:bmhw@blackmamasmatter.org).

Thank you for helping us strengthen our efforts as we work to shape a better future for Black Mamas!

Sponsorship payments can be made through MightyCause [CLICK HERE](#) or via check, payable to Black Mamas Matter Alliance and mailed to:

**Black Mamas Matter Alliance**  
**% SisterSong, Inc.**  
**1237 Ralph David Abernathy Blvd. SW**  
**Atlanta, Georgia 30310**

With deep gratitude of your support,

Angela D. Aina, MPH  
Co-Founding Executive Director

