BLACK MATERNAL HEALTH WEEK

2022 SPONSOR PACKAGE

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Black Mamas Matter Alliance (BMMA) is a national network of Black women-led organizations and multidisciplinary professionals who work to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy. BMMA honors the work and historical contributions of Black women’s leadership within their communities and values the need to amplify this work on a national scale. The alliance is composed of exiting organizations and individuals (Midwives, OB/GYNs, Nurses, Doulas, Researchers, Public Health Professionals, Perinatal Support Workers, Attorneys, Lactation Consultants, and Artists) whose work is deeply rooted in reproductive justice, birth justice, and human rights frameworks.

According to the Centers for Disease Control and Prevention, approximately 700 women die each year in the United States as a result of pregnancy or delivery complications. Even more alarming are the racial and ethnic disparities that exist in pregnancy-related deaths. In 2019, Black women are most disproportionately affected with a mortality rate of 44.0 deaths per 100,000 live births, compared to 17.9 deaths per 100,000 live births and 12.6 deaths per 100,000 live births for White and Hispanic women, respectively. However, statistics alone do not paint the full picture of the historical and lived experiences of those most impacted by maternal morbidity and mortality. This public health issue is preventable!

Sponsoring with us in 2022 connects you with care providers, public health professionals and Black Mamas who are working to advance maternal, birth and reproductive justice, and who are interested in learning more about how to work towards health equity using the reproductive justice and birth justice frameworks.
This year marks the **fifth annual** national Black Maternal Health Week (BMHW), a campaign founded and led by the Black Mamas Matter Alliance. Black Maternal Health Week takes place every year from April 11 – 17. The month of April is recognized in the United States as National Minority Health Month – a month-long initiative to advance health equity across the country on behalf of all racial and ethnic minorities. Additionally, we are joining dozens of global organizations who are fighting to end maternal mortality globally in advocating that the United Nations recognize April 11th as the International Day for Maternal Health and Rights.

BMHW22 will be a week of awareness, activism, and community building intended to:
- Deepen the national conversation about Black maternal health in the US;
- Amplify community-driven policy, research, and care solutions;
- Center the voices of Black Mamas, women, families, and stakeholders;
- Provide a national platform for Black-led entities and efforts on maternal health, birth and reproductive justice; and
- Enhance community organizing on Black maternal health.

The BMHW22 theme, “**Building for Liberation: Centering Black Mamas, Black Families and Black Systems of Care**”, reflects BMMA’s work in centering Black women’s scholarship, maternity care work, and advocacy across the full-spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives. Additionally, the 2022 theme reflects the critical need for learning about Black Feminist and womanist approaches in strengthening wellness structures within our communities, across the Diaspora, as a revolutionary act in the pursuit of liberation and in the global fight to END maternal mortality.

The campaign and activities for Black Maternal Health Week serve to amplify the voices of Black mamas and center the values and traditions of the reproductive and birth justice movements.
SPONSORSHIP OPPORTUNITIES

Changemaker
starting at $15,000
- BMHW22 Impact Report
- Social media acknowledgment post
- Logo placement on BMMA website
- Toolkit for Tweetchat
- Acknowledgement in BMMA Newsletter
- Acknowledgement in all BMHW22 Virtual Events
- BMH x Cltr recognition
- Thank You Gift

Movement
$10,000 - $14,999
- BMHW22 Impact Report
- Social media acknowledgment post
- Logo placement on BMMA website
- Toolkit for Tweetchat
- Acknowledgement in BMMA Newsletter

Champion
$5,000 - $9,999
- BMHW22 Impact Report
- Social media acknowledgment post
- Logo placement on BMMA website

Upholder
$1,000 - $4,999
- BMHW22 Impact Report
- Social media acknowledgment post

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THANK YOU

FOR ADDITIONAL SPONSORSHIP INQUIRIES, EMAIL BMHW@BLACKMAMASMATTER.ORG

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