2027

Bloom Bash

SPONSORSHIP GUIDE



HELPING MAMAS

KNOXVILLE

About Bloom Bash

Bloom Bash is the flagship fundraising event for Helping Mamas Knoxville, the leading baby supply bank serving 33 counties across East Tennessee. For seven years, this event has brought together over 170 attendees, including prominent local women, business leaders, and community changemakers, in one of Knoxville's most anticipated evenings of the year.

This is an evening where the women who lead this community come together to celebrate what is possible when people show up for each other. Every ticket purchased, every donation made, every sponsorship secured goes directly toward keeping essential supplies in the hands of East Tennessee families who need them most.

WE HOPE TO SEE YOU AT OUR 2027 EVENT

April 22nd, 2027

More details coming soon!







Why Your Support Matters

The families we serve are not far away. They are our neighbors.

1 in 2 families in East Tennessee struggles with diaper need, unable to afford an adequate supply to keep their child clean, healthy, and ready to learn.

22% of children in Tennessee are living in poverty, navigating daily life without the basics that most of us take for granted.

1 in 3 low-income women skip work or school because they lack access to period supplies, a barrier that costs them income, opportunity, and dignity.

Behind every one of these numbers is a family counting on community support. A parent trying to keep their baby comfortable and clean. A student who should not have to miss class because she does not have period supplies. A caregiver trying to focus on building a better future when the basics are taken care of.

When you sponsor Bloom Bash, you help us keep the essentials moving through our warehouse and into the hands of the families who need them most. Shelves stay stocked, kits get assembled, and our partner agencies stay equipped to serve.

Every sponsorship becomes part of something bigger than any one of us.



About Helping Mamas Knoxville

Our mission is simple: Helping Mamas elevates the well-being and dignity of women and families by providing diapers, period products, and other essential baby supplies. We harness the power of community support so that all families can thrive.

Since opening our Knoxville office in 2018, Helping Mamas has distributed more than 3 million items to families across East Tennessee. Today, we proudly serve 33 counties and partner with over 140 programs and agencies to ensure caregivers have access to the basic necessities their children deserve.









Our Model

We operate through a partner model that multiplies our impact. We collect, sort, and store essential supplies so that social workers, case managers, and partner agencies can focus their time where it matters most: walking alongside families through education, job training, and long-term stability. By meeting immediate needs, we reduce stress for caregivers and free them to focus on building a brighter future.

Our partner agencies come to our warehouse, pick up what their clients need, and deliver those items directly to the families they serve. No barriers. No bureaucracy. Just essentials arriving through people families already trust.

Together with our community partners, we are working every day to remove barriers, strengthen families, and break the cycle of poverty one diaper, one period product, and one act of support at a time.



Sponsorship Opportunities

PEONY

- Prominent logo display and recognition on event signage
- Company name placement on a reusable canvas tote gifted to all attendees, with branded marketing materials inserted
- Introduction during the event
- Logo prominently featured on drinkware
- Logo displayed on the top of the event website
- Logo prominently featured on the Photo Booth prints gifted to guests
- Dedicated, feature social media post
- Inclusion in event marketing emails
- 10 event tickets

$10,000
Only 1 Spot Available

DAHLIA

- Prominent logo display and recognition on event signage
- Company name on a reusable canvas tote gifted to all attendees, with branded marketing materials inserted
- Prominent logo display on the event website
- Logo displayed as one of two bar sponsors
- Dedicated social media post
- Inclusion in event marketing emails
- 6 event tickets

$5,000
Only 2 Spots Available

ROSE

- Prominent logo display and recognition on event signage
- Company name on a reusable canvas tote gifted to all attendees, with branded marketing materials inserted
- Logo displayed on one coctail table as a sponsor
- Prominent logo display on the event website
- Dedicated, feature social media post
- Inclusion in event marketing emails
- 4 event tickets

$3,000
Only 4 Spots Available

Sponsorship Opportunities

TULIP

- Prominent logo display and recognition on event signage
- Company name on a reusable canvas tote gifted to all attendees, with branded marketing materials inserted
- Prominent logo display on the event website
- Inclusion on the event social media promotion
- Inclusion in event marketing emails
- 3 event tickets

$2,000

PETAL ROW

- Prominent logo/ Sign displayed on the end of the fashion show row for all guest to see. One row per business.
- Insert marketing materials into canvas tote gifted to all attendees.
- Logo display on the event website
- Inclusion on the event social media promotion
- 2 event tickets

$1,000
Only 10 Spots Available

AUCTION

- Recognition along side the silent auction item - both in person and with the online auction site
- Name recognition online auction site

$75+

If you have any questions or are interested in getting involved, email tess@helpingmamas.org