



WHY SHOULD YOU PARTICIPATE?

1 in 2 families in East Tennessee struggles with diaper needs.

22% of children in Tennessee are living in poverty.

1 in 3 low-income women skip work or school because of a lack of period supplies.

ABOUT HELPING MAMAS

Our mission is simple: Helping Mamas elevates the well-being and dignity of women 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 support 33 counties and partner with over 140 programs/agencies to ensure caregivers have access to the basic necessities their children deserve.

We collect, sort, and store essential baby supplies and period products so that social workers and partner agencies can focus their time where it matters most, supporting families through education, job training, and long-term stability services. By meeting these immediate needs, we help reduce stress for caregivers and empower families to focus on creating a brighter future.

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.



EVENT INFORMATION

Bloom Bash is the flagship fundraising event for Helping Mamas, the leading baby supply bank serving 33 counties in East Tennessee.

The sponsorship packages for Bloom Bash 2027 delivers great value, with opportunities to maximize your brand exposure in front of a more extensive group of prominent local women and leaders - while also supporting an important cause in our backyard. We expect over 170 attendees, along with a footprint of over 4,000 social media followers.

Helping Mamas is using every opportunity to boost visibility for our sponsors and create ways to contribute for every business regardless of size. The opportunities listed in this investment material are designed to accommodate a variety of budgets and may be combined to meet desired levels. All sponsors and exhibitors will be recognized before and during the event. There will be numerous opportunities to generate new business and build and expand relationships in the local community.

SPONSORSHIP OPPORTUNITIES

PEONY

\$10,000

- 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 with premium seating

1 SPOT

DAHLIA

\$5,000

- 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

2 SPOTS

ROSE

\$3,000

- 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 on food stations napkins
- Dedicated, feature social media post
- Inclusion in event marketing emails
- 4 event tickets

TULIP

\$2,000

- 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

IRIS

\$1,000

- Prominent logo display and recognition on event signage

- Insert marketing materials into canvas tote gifted to all attendees.
- Prominent logo display on the event website
- Inclusion on the event social media promotion
- Inclusion in event marketing emails
- 2 event tickets

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

SPONSORSHIP OPPORTUNITIES

AUCTION

\$75+

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

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