



Sponsorship Opportunities Packet

5K | 1M | Kids Dash | Virtual Run/Walk

June 8, 2024

Berkeley, CA



About the MomForward5K

This Global Running Week, we're celebrating moms on all the days following Mother's Day and taking steps towards a world that values motherhood every day!

&Mother is proud to announce that the fourth annual MomForward5K will take place in person, for the first time, at the Berkeley Marina near &Mother's headquarters. We are also introducing the Miler and Kids Dash distances to welcome family members of all ages and abilities. Childcare, lactation stations, and kids zones make this a truly family-friendly event.

The in-person run/walk events will take place on Saturday, June 8. Virtual runs/walks will take place any time between Saturday, June 1, through Sunday, June 9.

This year's theme, "Go for Gold," is a riff on the Gold Standard we're setting for family support provisions in all spaces, especially as many athlete-moms attempt to achieve their dream of competing in the 2024 Summer Olympic Games. We're shedding light on biases and breaking barriers for mom-athletes who face the same gender inequities as so many other mothers face outside the sports arena: paid leave, equal pay and opportunities, respectable and reliable access to lactation accommodations, and access to affordable childcare.

Proceeds will fund &Mother ChangeMaker Grants for Olympic mom-hopefuls and support our ongoing maternal wellness programs.

Private Lactation Spaces will be available at the Start, on the course at Mile 22, and in the Post-Finish area. You can bring your pump equipment to the Start to the Finish. Please call if you need to transport to this area. Medical Tent adjacent to the Lactation Space is transported. Equipment can be picked up at the Tent adjacent to the Lactation Space in the post-finish area (near 73rd Street on the Drive). transported.



&Mother MomForward5K	TITLE SPONSOR (\$15,000)	MAJOR SPONSOR (\$10,000)	GOLD SPONSOR (\$5,000)	SILVER SPONSOR (\$2,000)	BRONZE SPONSOR (\$1,000)	FAN SPONSOR (\$500)	PRODUCT SPONSOR/ IN-KIND
PUBLICITY/BRANDING MATERIALS							
Logo on all pre-race materials	✓						
Logo on event registration page and &Mother website	✓	✓	✓	✓	✓		
Logo on shirts (placement dependent on sponsor level)	✓	✓	✓	✓			
Social media highlight	✓	✓	✓				
Social mentions in event promotion	✓	✓	✓	✓	✓		
Press release inclusion	✓	✓	✓				
Race team sponsor	✓	✓	✓	✓			
Swag bag inserts	✓	✓	✓	✓	✓	✓	✓
EVENT DAY							
Start and finish line signage	✓						
Logo on bibs	✓	✓	✓				
Course signage	✓	✓	✓				
Hand out medals at finish line	✓						
Good luck message to participants before start time	✓						
Finish line festival booth	✓	✓	✓	✓	✓		
Customized activation opp (see options on next page)	✓	✓	✓				
Complimentary race entries	10	8	6	3	2	1	1



CUSTOM ACTIVATION OPPORTUNITIES

WISH YOU WERE HERE

Major sponsor

Primary sponsor of the virtual component of the event.

FINISH LINE FESTIVAL

Major sponsor

Branding throughout the finish line festival area.

BARRIER BREAKER

Gold sponsor

Branded mile markers on race course.

NARRATIVE SHIFTER

Gold sponsor

Branded stat boards on the race course.

CHEER STATION

Gold sponsor

Special cheer station for race team and spectators.

SHAKEOUT/WARM-UP

Gold sponsor

Sponsor the stretch session before the event.

KID ZONE

Gold sponsor

Area with kids activities and family provisions (changing table, kid snacks, etc.)

LIQUID GOLD

Gold sponsor

Branded lactation stations at the start/finish line.



About &Mother

&Mother is a non-profit dedicated to breaking the barriers that limit a woman's choice to pursue and thrive in both career and motherhood.

We envision a healthy and productive society where everyone prospers because of the contributions of women, with or without children; where the value of mothers in the workforce is intrinsic and motherhood is not a limiting factor in how female-bodied people succeed professionally and personally.

