

Presented by:

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**EQUALITY HEALTH  
Foundation.**

*Festival de la Salud para Mama*

# Healthy MAMA Festival

FREE ADMISSION - EVENTO GRATUITO



**MARCH, 9th**

**9am-1pm**

**Pilgrim Rest Baptist Gymnasium  
1401 E. Jefferson St., Phoenix, AZ 85034**



**Sponsorship  
Package  
2024**



FREE  
**1000**  
DIAPER BAGS\*  
Mom & Baby Supplies





# Sponsorship Opportunities



Maternal health continues to be a struggle in this country. The statistics on maternal deaths are staggering amongst mothers in diverse, underserved populations. Equality Health Foundation in collaboration with March of Dimes seeks to draw attention, resources, and change to this issue. Together we can help end preventable infant and maternal health risks and death, preterm birth, and close the health equity gap for all families.



## MARCH, 9th

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Pilgrim Rest Baptist Gymnasium  
1401 E. Jefferson St., Phoenix, AZ 85034



### Activities:

**March of Dimes Mom & Baby Mobile Health Center™**  
Centro saludable mobil de March of Dimes

**Vaccines, Immunizations and, COVID shots  
by Phoenix Fire Baby Shots Program**  
Vacunas, Inmunizaciones, y vacunas contra el COVID  
por el programa de Phoenix Fire Baby Shots

**Maternal Health Vendors**  
Vendedores comunitarios para madres

**Well-Child Education**  
Educación de salud para niños

**Ob/Gyns Meets & Greet**  
Conozca a Ginecólogos

**Q&A for Moms**  
Preguntas y respuestas para madres

**Health Providers & Education**  
Información de servicios a la comunidad

**Midwives**  
Parteras

**Car Seats Safety**  
Seguridad de asientos de auto

**Healthy Foods**  
Comidas saludables

**Yoga Instructors**  
Instructores de yoga

\*Limited quantity available/cantidades limitadas



## Event Demographics

Maternal health continues to be a struggle in this country. The statistics on maternal deaths are staggering amongst mothers in diverse, underserved populations. The mortality rate amongst Hispanic women continues to rise in the U.S, year to year. In 2020, the mortality rate increased up to 44% from the year before for Hispanic women, reports the CDC. For every 100,000 births, there were 18.2 deaths among Hispanic women, up from 12.6 in 2019. The mortality rate amongst Black women also continues to rise at alarming rates.

The CDC reports Black women are three times more likely to die from a pregnancy-related cause than non-Hispanic white women. In 2021, the maternal mortality rate for non-Hispanic Black women was 69.9 deaths per 100,000 live births. Most of these cases of maternal deaths are due to a shift in focus away from the mother to the baby, and more than 80% of these deaths are preventable.

Contributing to this mounting public health issue are challenges such as a lack of education and resources in low-income areas, disparities in prenatal and maternal care, a lack of provider support to new mothers, an increase in postpartum depression and anxiety, and a measurable inequity in healthcare for mothers in underserved communities. Differences in health insurance coverage and access to care play a role in driving worse maternal and infant health outcomes for people of color.



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**100,000** births

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## Partnership Levels

	EXHIBITOR BOOTH NONPROFIT	EXHIBITOR BOOTH BUSINESS	HEALTH SUPPORTER	HEALTH ADVOCATE	HEALTH CHAMPION	HEALTH INNOVATOR
10' x 10' Booth Table & Chairs Included	X	X	X	X	X	X
Promotional Items Included in Diaper Bag Giveaway			X	X	X	X
Logo on Event Banners & Collateral			X	X	X	X
Logo on Website or Digital Marketing			X	X	X	X
Social Media Mention					X	X
Recognition in Print/PR					X	X
Recognition in Radio and New Media Interviews					X	X
Introduction/welcoming remarks on stage plus commercial played by DJ onsite						X
	<b>NO COST</b>	<b>\$125 OR DRAWING EQUIVALENT</b>	<b>\$1,500</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>

### For Partnership and Exhibitors Contact:

Tomás León

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