



*Serving Women Since 2001*

## Mission Statement

Woman's New Life Clinic is a Christian organization promoting the sanctity of human life, the dignity of women, and the sacredness of sexuality through mental health and medical services.

# BORN TO RUN BATON ROUGE

## SPONSORSHIP GUIDE

**Saturday, November 21, 2020**  
North Boulevard Town Square



760 Colonial Drive, Baton Rouge, LA 70806  
4612 S. Claiborne Avenue, New Orleans, LA 70125

[www.womansnewlife.com](http://www.womansnewlife.com)

Dear Friend,

We invite you to support women in need in the Baton Rouge community.

Woman's New Life Clinic (WNLC) will hold its annual **Born to Run – Baton Rouge 5K Run/Walk on Saturday, November 21, 2020, at North Boulevard Town Square** in Downtown Baton Rouge. This festive event will be a fun day for the whole family, including a post-event “Birth” Day party featuring food, family activities, and live music.

This year **we are celebrating 20 years** of offering life-affirming care to women in need in South Louisiana!

**You can make a difference in the lives of women struggling with an unplanned pregnancy by becoming a Born to Run Sponsor.** Your investment in WNLC’s mission is an investment in the future of women and their babies.

WNLC is a life-affirming counseling and medical clinic that serves women facing unplanned pregnancies and surrounding issues through a unique range of services, including:

- Free pregnancy testing and ultrasounds
- Free professional counseling
- Free resource referrals and case management
- Free adoption referrals
- Free abortion pill reversal
- Free professional post-abortion counseling
- Instruction in multiple fertility awareness-based methods

WNLC has worked with thousands of mothers and fathers, empowering them to make life-affirming choices for themselves and their babies. **Women in need receive this help for FREE because of the generosity of people like you.**

Since the COVID-19 outbreak, we have experienced **a tremendous increase in calls from women seeking help** with their unplanned pregnancies. At the same time, many of our major sources of revenue have been halted in the wake of this outbreak. Your Born to Run sponsorship will mean that we can continue providing life-affirming care to each and every woman who calls us for help.

**Can women in need count on your support?** In addition to the knowledge that you have helped women in need, your company name will be visible to hundreds of participants who will attend this event. To confirm your participation as a 2020 Born to Run Sponsor, please complete and return the enclosed form by Friday, October 19th.

Thank you for helping us save lives and change lives in the Baton Rouge community!

Sincerely,

Allison Millet  
CEO

Michele Gates  
Event Coordinator



I was pregnant and didn't know what to do next. I don't know what I would have done without y'all.  
-WNLC Client

## Sponsorship Opportunities

	Presenting Sponsor \$20,000 (1)	"Birth"day Party Sponsor \$15,000 (1)	Finish Line Sponsor \$10,000 (2)	Water Station Sponsor \$5,000 (4)	Mile Marker Sponsor \$2,500 (5)	Sprinter \$1,000 (unltd)	Jogger \$500 (unltd)	Speed Walker \$250 (unltd)
Event naming rights: "Born to Run Presented By <Your Name>"	x							
Incorporated into event-related social media posts	x							
Recognition in event emails	x	x						
Opportunity to provide promotional giveaways	x	x	x					
Prominent signage	Naming rights	At post-race party entrance	At finish line	At water stations	At mile markers			
Name/logo on event T-shirt	Logo	Logo	Logo	Logo	Logo	Name		
Logo on website with hyperlink to your website	x	x	x	x	x	x		
Website Recognition	x	x	x	x	x	x	x	x
# of Run/Walk Registrations	25	20	15	10	8	6	4	2

\*If necessary to switch to a virtual event, we will offer comparable benefits for each sponsorship level.

