



# BORN TO RUN NEW ORLEANS

PRESENTED BY  
**MIGUEL A. ELIAS**  
A PROFESSIONAL LAW CORPORATION

## **SPONSORSHIP & UNDERWRITING GUIDE**

**Saturday, March 29, 2025**  
Lafreniere Park, Metairie

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.

Dear Friend,

Woman's New Life Clinic (WNLC) will hold its annual **Born to Run – New Orleans 5K and 1/2-mile Fun Run on Saturday, March 29, 2025, at Lafreniere Park in Metairie.** This festive event will be a fun day for the whole family, including a post-event "Birth"day party featuring food, family activities, and music.

**You can make a difference** in the lives of women struggling with an unplanned pregnancy by becoming a Born to Run Sponsor or Underwriter!

WNLC is a life-affirming, professional counseling and medical clinic that serves women facing unplanned pregnancies with free services, including pregnancy testing, ultrasounds, professional counseling, abortion pill reversal, case management, material support, and more.

Since 2001, we have worked with thousands of mothers and fathers, empowering them to make life-affirming choices for themselves and their babies. Your Born to Run sponsorship will mean that we can continue providing much-needed 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 mothers and babies in need, your company name will be visible to hundreds of participants who will attend this event.

To confirm your participation as a 2025 Born to Run Sponsor or Underwriter, please complete and return the enclosed form by **Friday, February 21st.**

Thank you for helping us change lives in the New Orleans community!

Sincerely,



**Allison Daigle**  
CEO



**Karen Butler**  
Community Outreach  
Coordinator



“They gave me the gift of an ultrasound and I spoke to a great counselor free of charge. Their guidance helped me make a life-changing decision!”

–WNLC Client



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

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

## SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$20,000 (1)	"Birth"day Party Sponsor \$15,000 (1)	Start/Finish Line Sponsor \$10,000 (2)	Water Station Sponsor \$5,000 (2)	Mile Marker Sponsor \$2,500 (3)	Gold Sponsor \$1,000 (unltd)	Silver Sponsor \$500 (unltd)	Bronze Sponsor \$250 (unltd)
Event naming rights: "Born to Run presented by <Your Name>"	<b>PROMINENT</b>							
Wine & cheese for 10 at WNLC	•	•						
One reserved parking space	•	•						
Video thank you from CEO on social media	•	•	•					
Opportunity to provide approved promotional giveaways	•	•	•	•				
Recognition in event emails	<b>PROMINENT</b>	•	•	•	•			
Prominent signage	<b>NAMING RIGHTS</b>	<b>AT POST-RACE PARTY</b>	<b>AT FINISH LINE</b>	<b>AT WATER STATION</b>	<b>AT MILE MARKER</b>			
Dedicated social media posts	<b>PROMINENT</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>			
Name/logo on event t-shirt (Commitment deadline: Feb. 21)	<b>PROMINENT</b>	<b>PROMINENT</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>	<b>NAME</b>
Complimentary registrations	<b>25</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>
How your dollars will help women in need	<b>\$20,000</b> provides the full scope of care for 55 women in unplanned pregnancies.	<b>\$15,000</b> provides ongoing professional counseling for 20 clients seeking healing from a past abortion.	<b>\$10,000</b> provides the full scope of care for 27 women in unplanned pregnancies.	<b>\$5,000</b> provides 40 life-saving ultrasounds for women in unplanned pregnancies.	<b>\$2,500</b> provides 33 professional counseling sessions for women struggling with postpartum depression or pregnancy loss.	<b>\$1,000</b> provides 8 life-saving ultrasounds for women in unplanned pregnancies.	<b>\$500</b> provides material needs (diapers, wipes, formula, or baby clothes) to 10 mothers in need	<b>\$250</b> provides 16 pregnancy tests with medical verification for women in need.

## UNDERWRITING OPPORTUNITIES

	T-Shirt Underwriter \$10,000 (1)	Swag Bag Underwriter \$7,500 (1)	Race Bib Underwriter \$5,000 (1)	Venue Underwriter \$3,500 (1)
Name/logo on special giveaway (commitment deadline: Mar. 8)	<b>T-SHIRT SLEEVES</b>	<b>SWAG BAG</b>	<b>RACE BIBS</b>	<b>BRANDED PRIZES</b>
Video thank you from CEO on social media	•	•	•	•
Recognition in event emails	•	•	•	•
Dedicated social media posts	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Logo on event t-shirt (Commitment deadline: Feb. 21)	<b>AND SLEEVE</b>	•	•	•
Opportunity to provide approved promotional giveaways	•	•	•	•
Complimentary registrations	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>
How your dollars will help women in need	<b>\$10,000</b> provides the full scope of care for 27 women in unplanned pregnancies.	<b>\$7,500</b> provides ongoing professional counseling for 10 clients seeking healing from a past abortion.	<b>\$5,000</b> provides 40 life-saving ultrasounds for women in unplanned pregnancies.	<b>\$3,500</b> provides 46 professional counseling sessions for women struggling with postpartum depression or pregnancy loss.

**SPONSORSHIP OPPORTUNITIES**

<b>Presenting Sponsor \$20,000</b> (Exclusive - 1 available) <input type="checkbox"/>	<b>"Birth" day Party Sponsor \$15,000</b> (Exclusive - 1 available) <input type="checkbox"/>	<b>Finish Line Sponsor \$10,000</b> (2 available) <input type="checkbox"/>	<b>Water Station Sponsor \$5,000</b> (1 available) <input type="checkbox"/>
<b>Mile Marker Sponsor \$2,500</b> (3 available) <input type="checkbox"/>	<b>Gold Sponsor \$1,000</b> <input type="checkbox"/>	<b>Silver Sponsor \$500</b> <input type="checkbox"/>	<b>Bronze Sponsor \$250</b> <input type="checkbox"/>

**UNDERWRITING OPPORTUNITIES**

<b>T-shirt Underwriter \$10,000</b> (1 available) <input type="checkbox"/>	<b>Swag Bag Underwriter \$7,500</b> (1 available) <input type="checkbox"/>	<b>Race Bib Underwriter \$5,000</b> (1 available) <input type="checkbox"/>	<b>Venue Underwriter \$3,500</b> (1 available) <input type="checkbox"/>
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Name: \_\_\_\_\_

(Name as you wish to be listed in all displayed materials)

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ payable to Woman's New Life Clinic.

I am not able to participate as a sponsor, but please accept my enclosed donation.

Please charge my credit card:    

Card # \_\_\_\_\_ Exp.: \_\_\_\_ / \_\_\_\_ CVV Code: \_\_\_\_\_

Name on card: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Please return this form to Woman's New Life Clinic at the address below by Friday, February 21, 2025.**

If your sponsorship package includes logo benefits on the t-shirt or website, please email your high-res logo to Karen Butler at [kbutler@womansnewlife.com](mailto:kbutler@womansnewlife.com), no later than February 21, 2025. Logo requirements are as follows: please provide .png and .pdf; for t-shirt, logo must be 200 dpi; for website, logo must be no larger than 100KB.

Questions? Contact Karen Butler at 504.496.0212 or [kbutler@womansnewlife.com](mailto:kbutler@womansnewlife.com).