

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 NEW ORLEANS

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## SPONSORSHIP & UNDERWRITING GUIDE

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SATURDAY,  
**MARCH 21, 2026**  
Bonnabel Boat Launch,  
Metairie

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 21, 2026, at Bonnabel Boat Launch 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.

This year we are celebrating Woman's New Life Clinic's 25th anniversary! Since 2001, Woman's New Life Clinic has provided hope and healing to thousands of women in unplanned pregnancies and surrounding issues.

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, material support, and more. WNLC also provides low-cost women's healthcare.

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 2026 Born to Run Sponsor or Underwriter, please complete and return the enclosed form by Friday, February 20th.

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

Sincerely,



**Allison Daigle**  
CEO



**Karen Butler**  
Community Outreach  
Coordinator



“I don't feel alone anymore. I don't feel judged here. Everyone is welcoming and sweet. You guys have changed my life. Thanks so much!”

–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)	Fun Run Sponsor \$2,000 (1)	Gold Sponsor \$1,000 (unltd)	Silver Sponsor \$500 (unltd)	Bronze Sponsor \$250 (unltd)
Event naming rights: "Born to Run presented by <Your Name>"	PROMINENT								
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	PROMINENT	•	•	•	•	•			
Prominent signage (Commitment deadline: Mar. 9)	NAMING RIGHTS	AT POST-RACE PARTY	AT FINISH LINE	AT WATER STATION	AT MILE MARKER	AT TURN AROUND			
Dedicated social media posts	PROMINENT	4	3	2	1	1			
Name/logo on event t-shirt (Commitment deadline: Feb. 20)	PROMINENT	PROMINENT	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
Complimentary registrations	25	20	15	10	8	8	6	4	2
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>\$2,000</b> provides material needs (diapers, wipes, formula, or baby clothes) to 40 mothers in need.	<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: Feb 20)	T-SHIRT SLEEVES	SWAG BAG	RACE BIBS	BRANDED PRIZES
Video thank you from CEO on social media	•	•	•	•
Recognition in event emails	•	•	•	•
Dedicated social media posts	4	3	2	1
Logo on event t-shirt (Commitment deadline: Feb. 20)	AND SLEEVE	•	•	•
Opportunity to provide approved promotional giveaways	•	•	•	•
Complimentary registrations	10	8	6	4
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>Starting/Finish Line Sponsor \$10,000</b> (1 of 2 available) <input type="checkbox"/>	<b>Water Station Sponsor \$5,000</b> (1 of 2 available) <input type="checkbox"/>	
<b>Mile Marker Sponsor \$2,500</b> (1 of 3 available) <input type="checkbox"/>	<b>Fun Run Sponsor \$2,000</b> (1 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, Feb. 20, for t-shirt recognition or Monday, Mar. 9, for signage recognition.**

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).**