



# BORN TO RUN BATON ROUGE

## SPONSORSHIP & UNDERWRITING GUIDE

**Saturday, November 8, 2025**  
North Boulevard Town Square  
Downtown Baton Rouge

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's **Born to Run 5K & 1/2-mile Fun Run will take place Saturday, November 8, 2025, at North Boulevard Town Square** in Downtown Baton Rouge. This festive event is for runners and walkers of all ages and includes a post-race "Birth"day party featuring food and music.

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

**I'd like to invite you to be a part of this special occasion by becoming a Born to Run Sponsor or Underwriter!** You will help provide life-affirming medical and mental health care to women in need.

Woman's New life Clinic is a 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, and material support. It also offers low-cost women's health services provided by our Nurse Practitioner, such as STI testing and treatment, urgent gynecologic care, prenatal care (up to 20 weeks), and more.

Women need authentic, life-affirming care that respects their dignity and provides practical, compassionate support in their time of need. **As a Born to Run Sponsor or Underwriter, you will provide this much-needed care to the women who come to us for help.**

**What you will receive:** In addition to the knowledge that you are helping women and babies in need, **your company name will be visible** to the 1,200 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, October 10th.**

Thank you for being a source of hope for women in the Baton Rouge community!

Sincerely,



**Allison Daigle**  
CEO, Woman's New Life Clinic



"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)	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	NAMING RIGHTS	AT POST-RACE PARTY	AT FINISH LINE	AT WATER STATION	AT MILE MARKER			
Dedicated social media posts	PROMINENT	4	3	2	1			
Name/logo on event t-shirt (Commitment deadline: Oct. 10)	PROMINENT	PROMINENT	LOGO	LOGO	LOGO	NAME	NAME	NAME
Complimentary registrations	25	20	15	10	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>\$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.

## UNDERWRITER OPPORTUNITIES

	T-Shirt Underwriter \$10,000 (1)	Swag Bag Underwriter \$7,500 (1)	Timing Company Underwriter \$5,000 (1)	Entertainment Underwriter \$3,500 (1)
Promotion of name/logo (commitment deadline: Oct. 10)	ON T-SHIRT SLEEVES	ON SWAG BAGS	ON RACE BIBS	ON TOWN LAWN STAGE
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: Oct. 10)	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>Start/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> (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>Timing Company Underwriter \$5,000</b> (1 available) <input type="checkbox"/>	<b>Entertainment 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, October 10, 2025.**

If your sponsorship package includes logo benefits on the t-shirt or website, please email the logo to Taylor Crosby at [tcrosby@womansnewlife.com](mailto:tcrosby@womansnewlife.com) no later than Friday, October 10, 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? Email Allison Daigle at [amillet@womansnewlife.com](mailto:amillet@womansnewlife.com) or call 225.218.4862.