



BORN TO RUN BATON ROUGE

SPONSORSHIP & UNDERWRITING GUIDE

November 21, 2026
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 21, 2026, 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.

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 make an impact on women and families in need by becoming a Born to Run Sponsor or Underwriter!** You will help provide life-affirming medical and mental health care that changes lives.

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. We also offer 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 2026 Born to Run Sponsor or Underwriter, please complete and **return the enclosed form by Friday, October 23rd.**

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

Sincerely,

Allison Daigle
CEO, Woman's New Life Clinic



“You made me feel important because you gave me what I needed.”

—WNLC Client

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	NAMING RIGHTS	AT POST-RACE PARTY	AT FINISH LINE	AT WATER STATION	AT MILE MARKER	AT FUN RUN TURNAROUND			
Dedicated social media posts	PROMINENT	4	3	2	1	1			
Name/logo on event t-shirt (Commitment deadline: Oct. 23)	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	\$20,000 provides the full scope of care for 55 women in unplanned pregnancies.	\$15,000 provides ongoing professional counseling for 20 clients seeking healing from a past abortion.	\$10,000 provides the full scope of care for 27 women in unplanned pregnancies.	\$5,000 provides 40 life-saving ultrasounds for women in unplanned pregnancies.	\$2,500 provides 33 professional counseling sessions for women struggling with postpartum depression or pregnancy loss.	\$2,000 provides the full scope of care for 5 women in unplanned pregnancies.	\$1,000 provides 8 life-saving ultrasounds for women in unplanned pregnancies.	\$500 provides material needs (diapers, wipes, formula, or baby clothes) to 10 mothers in need.	\$250 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)	Security Underwriter \$2,500 (3)
Promotion of name/logo	ON T-SHIRT SLEEVES (Commitment Deadline: Oct. 23)	ON SWAG BAGS (Commitment Deadline: Oct. 7)	ON RACE BIBS (Commitment Deadline: Oct. 7)	ON TOWN LAWN STAGE (Commitment Deadline: Nov. 6)	ON EVENT SIGNAGE (Commitment Deadline: Nov. 6)
Video thank you from CEO on social media	•	•	•	•	•
Recognition in event emails	•	•	•	•	•
Dedicated social media posts	4	3	2	1	1
Logo on event t-shirt (Commitment deadline: Oct. 23)	AND SLEEVE	•	•	•	•
Opportunity to provide approved promotional giveaways	•	•	•	•	•
Complimentary registrations	10	8	6	4	4
How your dollars will help women in need	\$10,000 provides the full scope of care for 27 women in unplanned pregnancies.	\$7,500 provides ongoing professional counseling for 10 clients seeking healing from a past abortion.	\$5,000 provides 40 life-saving ultrasounds for women in unplanned pregnancies.	\$3,500 provides 46 professional counseling sessions for women struggling with postpartum depression or pregnancy loss.	\$2,500 provides 20 life-saving ultrasounds for women in unplanned pregnancies.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$20,000 (Exclusive – 1 available) ☐		"Birth" day Party Sponsor \$15,000 (Exclusive – 1 available) ☐		Start/Finish Line Sponsor \$10,000 (1 of 2 available) ☐		Water Station Sponsor \$5,000 (2 available) ☐			
Mile Marker Sponsor \$2,500 (2 of 3 available) ☐		Fun Run Sponsor \$2,000 (1 available) ☐		Gold Sponsor \$1,000 ☐		Silver Sponsor \$500 ☐		Bronze Sponsor \$250 ☐	

UNDERWRITING OPPORTUNITIES

T-shirt Underwriter \$10,000 (1 available) ☐	Swag Bag Underwriter \$7,500 (1 available) ☐	Timing Company Underwriter \$5,000 (1 available) ☐	Entertainment Underwriter \$3,500 (1 available) ☐	Security Underwriter \$2,500 (2 of 3 available) ☐
--	--	--	---	---

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 23, 2026.

If your sponsorship package includes logo benefits on the t-shirt or website, please email the logo to Allison Daigle at amillet@womansnewlife.com no later than Friday, October 23, 2026. 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 or call 225.218.4862.