

# Sounds of Silence

Friends of the Postpartum Resource Center of New York

8th Annual 5K Run/Walk/Stroller-Walk with Kid's Fun Run  
FOR PREGNANCY AND POSTPARTUM DEPRESSION/ANXIETY AWARENESS  
In Memory of Lisa Mary Reilly



I would like to share our story with you.

My sister Lisa Mary suffered from pregnancy and postpartum depression during and after the birth of my niece. During her struggle with this illness, I saw first hand the deep emotional pain and suffering that postpartum depression causes moms and their loved ones. I also witnessed the terrible stigma this illness brings upon moms and the suffering in silence they feel forced to endure.

It was an experience that I didn't want other moms, dads and families to go through.

So, I decided that I would make a pact – a pact with my sister and with her daughter Charlotte too – a promise to break the silence of postpartum depression, celebrate our courageous mothers and fathers, and build sounds of hope for all those families who may be suffering.

That's how the **Sounds of Silence, Friends of the Postpartum Resource Center of New York** was born.

For eight years we all worked together toward this goal with the Sounds of Silence Run/Walk/Stroller-Walk as our signature event – raising money for the Postpartum Resource Center of New York (PRCNY) so that it could better serve New York State's moms, dads, and families. We made progress – the event grew – then tragically, Lisa Mary succumbed to depression in 2014. As you can imagine, we were all heartbroken by the crushing loss of someone so loved and cherished.

Yet, we were determined to go on. Lisa Mary was my role model, my inspiration and to honor her memory, I vowed to continue **Breaking the Silence** and celebrate her each and every day.

**Now you can be part of this important cause.**

Join us on May 14th at Jones Beach State Park for the *8th Annual Sounds of Silence Run/Walk/Stroller-Walk* event. **Become a Sponsor in an event that benefits your customers** – moms, dads, and families on Long Island and throughout New York State. Complete details are in the attached sponsorship forms.

A special focus of this event is supporting the **Lisa Mary Reilly Visioning Educational Series**, which is part of **Project 62™ - Building a Perinatal Mental Wellness Parent Support Network and Safety Net in every New York State community.**

The Sounds of Silence, Friends of the Postpartum Resource Center of New York is a fundraising committee of the PRCNY. All proceeds contributed support the essential programs and services of the Postpartum Resource Center of New York, Inc., a 501(c)(3) IRS recognized non-profit organization. Tax ID# 11-3449880.

Sincerely yours,

Erin Mascaro  
Event Co-Chairperson/Race Director  
soundsilenceny.org

*Lisa Mary Reilly with daughter Charlotte*

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## SPONSORSHIP LEVELS

Invest in this worthwhile cause, while targeting consumers and supporting your community!

We are all in this together — Break the Silence!



### LMR VISIONING EDUCATIONAL SERIES SPONSOR (\$5,000)

- Logo on all race posters, t-shirts, official event signage, registration website and PRCNY website.
- Right to provide sideline entertainment start/finish area
- Recognition on all publicity materials (must provide artwork)
- Opportunity to provide company banner/signage at race finish line
- Recognition on any broadcast interviews and day of race recognition
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Social media recognition – Facebook, Twitter, plus email
- Mile Marker recognition

### EVENT ADVOCATE SPONSOR (\$3,500)

- Corporate logo on race T-Shirt
- Signage at the event (must provide artwork)
- Logo link on registration website and PRCNY website
- Mile Marker recognition
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Social media recognition – Facebook, Twitter, plus email
- Day of event recognition

### PARKING SPONSOR (\$3,000)

- Enlarged Corporate logo on race T-shirt
- Logo link on registration website and PRCNY website
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Opportunity to provide corporate banner to be displayed at T-shirt/registration pickup location
- Social media recognition – Facebook, Twitter, plus email
- Day of event recognition

### T-SHIRT SPONSOR (\$2,500)

- Enlarged Corporate logo on race T-shirt
- Mile Marker Logo Recognition
- Logo link on registration website and PRCNY website
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Opportunity to provide corporate banner to be displayed at T-shirt/registration pickup location
- Social media recognition – Facebook, Twitter, plus email
- Day of event recognition

### TIMING SPONSOR (\$2,000)

- Corporate logo on race T-Shirt
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Product placement within event gift bags
- Logo link on registration website and PRCNY website
- Opportunity to provide company banner on timing truck
- Social media recognition – Facebook, Twitter, plus email

### WATER STATION SPONSOR (\$1,500)

- Corporate logo on race T-Shirt
- Opportunity to provide company branded cups for water station and product placement within goodie bags (500 bags)
- Logo link on registration website and PRCNY website
- Opportunity to provide company signage at water station
- Social media recognition – Facebook, Twitter, plus email

### TENT SPONSOR (\$1,500)

- Corporate logo on race T-Shirt
- Product placement within good bags
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Logo link on registration website and PRCNY website
- Opportunity to provide company signage at the tents
- Social media recognition – Facebook, Twitter, plus email

### AWARD SPONSOR (\$1,000)

- Corporate logo on participant awards
- Corporate logo on race T-Shirt
- Opportunity to provide promotional company literature within event gift bags
- Logo link on registration website and PRCNY website
- Recognition at award ceremony

### COMMUNITY PARTNER SPONSOR (\$1,000)

- Corporate logo on race T-Shirt
- Distribution of marketing materials and/or product samples in race goodie bags (500 bags)
- Logo link on registration website and PRCNY website
- Social media recognition – Facebook, Twitter, plus email

### GIFT BAG SPONSOR (\$500)

- Corporate logo on race T-Shirt
- Opportunity to provide promotional company literature within event gift bags

### T-SHIRT LOGO SPONSOR (\$300)

- Corporate logo on race T-Shirt

◆◆◆ CUSTOMIZED SPONSORSHIPS AVAILABLE ◆◆◆

Contact us for details and opportunities  
631-422-2255 or erin@soundsofsilenceny.org

All artwork (logos etc.) must be submitted by April 29, 2016.

Preferred logo art formats (Vector - Adobe Illustrator .ai or .eps).

Acceptable logo art formats (ai, eps or high-res jpg, png, pdf).

Please do not send artwork taken from your website – it will not reproduce well for printed materials. Thank you!

### IN-KIND GOODS AND SERVICES

In-kind contributions are encouraged and welcome. Such contributions are credited to sponsorship according to their value. Race management and sponsors will determine the value of in-kind contributions and level of sponsorship. For tax purposes, the contributor of the in-kind services determines the value of the items. Limited availability – Sponsorship levels on a first response basis. Customized sponsorships are available upon request.

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In Memory of Lisa Mary Reilly



Please check the appropriate box of sponsorship you wish to contribute and fill the information below. Please be sure to send your **Sponsorship Response Form with check payable to: Postpartum Resource Center of New York** at 109 Udall Road, West Islip, NY, 11795, Attention: SOS. Please contact 631-422-2255 with any questions. **All sponsorship forms and logo artwork must be submitted by April 29, 2016. Acceptable logo art formats (ai, eps or high-res jpg, png, pdf).**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

**\*\*\*\*MAKE CHECKS PAYABLE TO: Postpartum Resource Center of New York\*\*\*\***

<input type="checkbox"/> LMR Visioning Educational Series Sponsor	\$5,000	
<input type="checkbox"/> Event Advocate Sponsor	\$3,500	
<input checked="" type="checkbox"/> Parking Sponsor	\$3,000	SOLD OUT!
<input checked="" type="checkbox"/> T-Shirt Sponsor	\$2,500	SOLD OUT!
<input checked="" type="checkbox"/> Timing Sponsor	\$2,000	SOLD OUT!
<input type="checkbox"/> Water Station Sponsor	\$1,500	
<input checked="" type="checkbox"/> Tent Sponsor	\$1,500	SOLD OUT!
<input checked="" type="checkbox"/> Award Sponsor	\$1,000	SOLD OUT!
<input type="checkbox"/> Community Partner Sponsor	\$1,000	
<input type="checkbox"/> Gift Bag Sponsor	\$500	
<input type="checkbox"/> T-Shirt Logo Sponsor	\$300	

### OTHER WAYS TO GET INVOLVED:

Company/Individual Donation \_\_\_\_\_

Product Donation (Please provide product information, description and price below). **Race Drawstring Bags, Race Towels and Water Bottles are needed.**

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