

# 14TH ANNUAL SOUNDS OF SILENCE 5K/10K RUN



FOR PREGNANCY AND POSTPARTUM DEPRESSION/ANXIETY AWARENESS

IN MEMORY AND CELEBRATION OF LISA MARY REILLY

BENEFITING THE POSTPARTUM RESOURCE CENTER OF NEW YORK

## How can you be part of this important cause?

We invite you to support the Annual Sounds of Silence 5K/10K Run/Walk which is a hybrid event (in person and virtual)!

Become a Sponsor of an event that benefits your patients. Complete details are in the attached Sponsorship Forms to join in supporting the **Postpartum Resource Center of New York's (PRCNY)** essential programs and services this year.

This annual fundraiser allows Long Island and New York State parents to be, moms, dads and families to receive much needed non-judgemental and confidential support and the help they need for pregnancy and postpartum depression/anxiety.

## We need each other more than ever before.

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 my niece 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 as a fundraising committee of PRCNY.

For eight years we all worked together toward this goal with the **Annual Sounds of Silence 5K/10K Run/Walk** as our signature event – raising money for the Postpartum Resource Center of New York 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.

To ensure our younger generations and their families are educated on mental health and the resources available for those in need, we offer our **Take Care of You Initiative**. This initiative increases the conversation of mental health awareness and empowerment.

Now you can be part of this important cause.

Join us on May 21, 2022 as we celebrate the **14th Annual Sounds of Silence 5K/10K Run/Walk**. **Become a Sponsor in an event that benefits your patients** – 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 also supporting the **Lisa Mary Reilly Visioning Educational Series**, which is part of **Project 62™** – Building and Strengthening Perinatal Mental Wellness Parent Support Networks and Safety Nets in all Sixty-two New York State counties.

Sounds of Silence 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. **All donations should be made payable to: The Postpartum Resource Center of New York.**

Sincerely yours,

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

*Lisa Mary Reilly with her daughter*

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## LMR VISIONING EDUCATIONAL SERIES SPONSOR (\$10,000)

- Premium Tiered Placement of your Logo on Race T-shirts and on Race Bib
- Recognition on all publicity materials (must provide artwork)
- Highlighted on any broadcast interviews & day of race recognition
- Start/Finish Banner & Mile Marker Recognition Signage
- Featured on Social Media and in Event Email Blasts
- Logo link on registration website and PRCNY website until 12/31/22
- 15 race entries
- **Platinum Event Sponsor for next PRCNY/LMR Visioning Event**

## TAKE CARE OF YOU SPONSOR (\$7,500)

- Premium Tiered Placement of your Logo on Race T-shirts and on Race Bib
- Recognition on all publicity materials (must provide artwork)
- Highlighted on any broadcast interviews & day of race recognition
- Start/Finish Banner & Mile Marker Recognition Signage
- Featured on Social Media and in Event Email Blasts
- Logo link on registration website and PRCNY website until 12/31/22
- 10 race entries
- **Gold Event Sponsor for next PRCNY/LMR Visioning Event**

## T-SHIRT SPONSOR (\$5,000)

- Premium Tiered Placement of your Logo on Race T-shirts and on Race Bib
- Recognition on all publicity materials (must provide artwork)
- Highlighted on any broadcast interviews & day of race recognition
- Start/Finish Banner & Mile Marker Recognition Signage
- Featured on Social Media and in Event Email Blasts
- Logo link on registration website and PRCNY website until 12/31/22
- 7 race entries
- **Silver Event Sponsor for next PRCNY/LMR Visioning Event**

## RACE MEDAL SPONSOR (\$4,500)

- Your Logo on back of Race Medal
- Premium Tiered Placement of your Logo on Race T-shirts and on Race Bib
- Start/Finish Banner & Mile Marker Recognition Signage
- Featured on Social Media and in Event Email Blasts
- Logo link on registration website and PRCNY website until 12/31/22
- 5 race entries

## RACE PACKAGE MAILING SPONSOR (\$4,500)

- Premium Tiered Placement of your Logo on Race T-shirts
- Your Logo on Race Package Mailing Sticker
- Opportunity to put promotional item in Race Swag Bag
- Featured on Social Media and in Event Email Blasts
- Logo link on registration website and PRCNY website until 12/31/22
- 5 race entries

## TIMING SPONSOR (\$3,000)

- Your Logo on Race T-shirts
- Your company banner at finish line area
- Logo link on registration website and PRCNY website until 12/31/22
- Featured on Social Media and in Event Email Blasts
- 4 race entries

## WATER STATION SPONSOR (\$2,000)

- Your Logo on Race T-shirts
- Thank you Banner on Race Course with your Logo
- Logo link on PRCNY website until 12/31/22
- Recognition on Social Media and in Event Email Blasts
- 3 race entries

## PREMIER RACE SWAG BAG SPONSOR (\$1,500)

- Your Logo on Race T-shirts
- Your Logo on all participant's Race Swag Bags
- Logo link on PRCNY website until 12/31/22
- Recognition on Social Media and in Event Email Blasts
- 2 race entries

## SEAHORSE SPONSOR (\$1,000)

MULTIPLE SPONSORSHIPS AVAILABLE

- Your Logo on Race T-shirts
- Thank you Lawn Sign on Race Course with your Logo
- Logo link on PRCNY website until 12/31/22
- Recognition on Social Media and in Event Email Blasts
- 2 race entries

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

MULTIPLE SPONSORSHIPS AVAILABLE

- Your Logo on Race T-shirts
- Logo link on PRCNY website until 12/31/22

## COMMUNITY SUPPORT SPONSOR – HOUSE PACKAGE (\$100)

MULTIPLE SPONSORSHIPS AVAILABLE

- Receive Banner Sign with inspirational message
- Listed on the online SOS Run Scroll of Honor

◆◆◆ 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 15, 2022. Please email artwork to: info@postpartumny.org  
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 CONTRIBUTION AND CORPORATE COLLABORATION

In-kind contributions and Corporate Collaborations are welcomed. Value of in-kind contributions determined by Race management and Sponsor.

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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 Run 2022. Please contact 631-422-2255 with any questions. **All sponsorship forms and logo artwork must be submitted by April 15, 2022. 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  | \$10,000 |
| <input type="checkbox"/> Take Care of You Sponsor                  | \$7,500  |
| <input type="checkbox"/> T-Shirt Sponsor                           | \$5,000  |
| <input type="checkbox"/> Race Medal Sponsor                        | \$4,500  |
| <input type="checkbox"/> Race Package Mailing Sponsor              | \$4,500  |
| <input type="checkbox"/> Timing Sponsor                            | \$3,000  |
| <input type="checkbox"/> Water Station Sponsor                     | \$2,000  |
| <input type="checkbox"/> Premier Race Swag Bag Sponsor             | \$1,500  |
| <input type="checkbox"/> Seahorse Sponsor                          | \$1,000  |
| <input type="checkbox"/> T-Shirt <b>Logo</b> Sponsor               | \$300    |
| <input type="checkbox"/> Community Support Sponsor – House Package | \$100    |

*Multiple Sponsorships Available*

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*Multiple Sponsorships Available*

## **OTHER WAYS TO GET INVOLVED:**

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

Product Donation (Please provide product information, description and price below). **Bottled Water, and Snack/Sports bars needed.**

# SOUNDS OF SILENCE 14TH ANNUAL 5K/10K RUN



MAY 21, 2022

TO BENEFIT  
**THE POSTPARTUM RESOURCE CENTER  
OF NEW YORK**  
FINDING THE HELP YOU NEED.  
SINCE 1998



## PARENTAL MENTAL HEALTH AND WHY YOUR SUPPORT IS NEEDED



50,000 new mothers and fathers are affected by PMH each year in New York State.



Untreated PMH impacts the mother, father, baby, family and society.



Suicide and overdose are the leading causes of death for new mothers



COVID-19 has caused rates of Maternal Mental Health to increase 3–4 times.

## IMPACT

In 2020, over **30,000** New York State moms, dads, and families in crisis were helped.



Nearly **3,000 families** provided support via PRCNY Toll-free Helpline and online support.

Over **29,000** unique visitors provided resources and education via [postpartumny.org](http://postpartumny.org) and [pospartony.org](http://pospartony.org).

Over **16,000 people** received educational awareness materials.

**270** Medical Professionals given resources and information, including support training resources.

**72** *Take Care of You* Virtual Support Group meetings were held.

**60 families** helped with diapers, baby supplies, formula/baby food.

## HOW YOUR CONTRIBUTION HELPS



**Toll-free State-wide Helpline** 855-631-0001 (Hablamos Español – expanded with Part-time Bilingual Resource Coordinator). Helpline **available 7 days a week, Sunday – Saturday, 9am – 5pm.**



**Free Moms on Call and Family Telephone Support** 9am – 9pm, seven days a week.



**Free 24/7 access to [postpartumny.org](http://postpartumny.org) and [pospartony.org](http://pospartony.org) (Spanish)**



**Awareness Materials** – Palm Cards, Posters and Brochures.



**Free, confidential, and non-judgmental** emotional support, education and healthcare/support group resources.



**Free** Postpartum Resource Center of New York's *State-wide Perinatal Mood and Anxiety Disorder Resource Directory.*



**Postpartum Resource Center of New York's Perinatal Mood and Anxiety Disorders Prevention Program: *Am I at Risk? Now What?***



**Postpartum Resource Center of New York's Training Institute** including the *Lisa Mary Reilly Visioning Educational Series* and *Circle of Caring* and *Take Care of You Virtual Support Groups.*



**Take Care of You Initiative** Increases mental health awareness and empowers our younger generations and their families.

## OUR MISSION

Increasing awareness and access to care for New York State moms, dads, and their families at risk for or experiencing a perinatal mood and anxiety disorder (including postpartum depression).

## OUR VISION

PROJECT 62 – Strengthening and Building Perinatal Mental Wellness Parent Support Networks and Safety Nets with local community partners in all sixty-two New York State counties.

“The *Postpartum Resource Center of New York* has helped countless moms, dads, and families including mine. I am forever grateful!”

~ *Bridget Croteau, Author of Me, Again: How Postpartum Depression and Anxiety Transformed My Life*