



2nd Annual
8K Nap-A-Thon
Sponsor Information

Event Description

The Athens Area Diaper Bank will be hosting the second annual **8K Nap-A-Thon** to benefit families in the Athens community. The event is designed to resemble a 5K running race, but instead of running, event participants can treat themselves to rest and relaxation at our Pajama Party...all for a good cause. The event acknowledges the hard work of parents and caregivers, and brings awareness to the 8,000 children at risk of diaper need in our Athens area community.

These sponsorship levels below will make our **8K Nap-A-Thon and Pajama Party** a success, both for participants and local families needing diapers. The Pajama Party will take place on **Saturday, May 14, 10 a.m. - 12 p.m.**, at our facility off of Atlanta Highway. The atmosphere will be fun, light, and celebratory.

In the weeks prior to the event, the Athens Area Diaper Bank will increase awareness of the diaper bank and diaper need in our community. We will spotlight Presenting Sponsors and highlight Community Corporate Sponsors, and thank them for their support. Our whole community is stronger when we all collaborate, and we look forward to working with you.



Sponsorship Levels

The 8K Nap-A-Thon event has several sponsorship opportunities that allow the Athens Area Diaper Bank to continue doing important work, thanks to sponsors like you.

Presenting Sponsor
Community Corporate Sponsor
Community Friend Sponsor

Presenting Sponsor: Sponsorship Amount: \$5,000

Sponsorship includes:

- Name of sponsor in the event name: "Athens Area Diaper Bank 8K Nap-A-Thon, presented by ___"
- Physical presence with a table at the 8K Nap-A-Thon & Pajama Party event on May 14
- Invitation for employees to attend the event
- Company name listed on signage at the event
- Registration Packet inclusion (contribute a gift or brochure about the company)
- 4 Complimentary Registrant Packets and Nap-A-Thon Bib (Race) Numbers
- Digital Features (spotlight, shout-outs) on social media platforms
- Sponsorship recognition for one year on the Athens Area Diaper Bank website, event newsletters, and our Annual Report.
- Every time the Athens Area Diaper Bank pitches or mentions the 8K Nap-A-Thon and Pajama Party to the public on media (print, news, social), your company's name will be mentioned.



Community Corporate Sponsor: Sponsorship Amount: \$1,000

Sponsorship includes:

- Physical presence with a table at the 8K Nap-A-Thon & Pajama Party event on May 14
- Invitation for employees to attend the event
- Company name listed on signage at the event
- Registration Packet inclusion (contribute a gift or brochure about the company)
- 4 Complimentary Registrant Packets and Nap-A-Thon Bib (Race) Numbers
- Digital Features (spotlight, shout-outs) on social media platforms
- Sponsorship recognition in event newsletters, and for one year on the Athens Area Diaper Bank website and Annual Report.



Community Friends Sponsor: Sponsorship Amount: \$200

This sponsorship is great for families/individuals and small businesses. Sponsorship includes:

- Invitation for family or employees to attend the event
- Family or business name listed on signage at the event
- Registration Packet inclusion (contribute a gift or brochure for your small business)
- 2 Complimentary Registrant Packets and Nap-A-Thon Bib (Race) Numbers
- Digital Features (spotlight, shout-outs) on social media platforms
- Sponsorship recognition in event newsletters, and for one year on the Athens Area Diaper Bank website and Annual Report.

The Athens Area Diaper Bank's social media reach:

Instagram: Almost 600

Facebook: 900+

Email audience: 900+

Scan image to
register your
sponsorship





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The Athens Area Diaper Bank strives to eradicate diaper need by providing diapers to low-income families in the Athens area, while raising public awareness of diaper need and its impact.

What is diaper need?

A family experiencing *diaper need* cannot provide the steady supply of diapers that a baby needs.

- Diapers cost over \$900 every year, a cost that 1 in 3 families struggle with in the US.
- Government assistance programs, like food stamps and WIC, do NOT cover diapers.
- In the Athens area alone, there are over **8,000 children** at risk of experiencing diaper need.



What is the fall-out of diaper need?

A parent without clean diapers...

- ...will re-use a dirty diaper or use paper towels, rags, and bags as diapers.
- ...will buy diapers instead of food.
- ...can't bring baby to daycare, so they can't go to work.
- ...is prone to depression and anxiety.

A baby without clean diapers...

- ...has persistent diaper rash and is prone to infections.
- ...cannot go to daycare or early childhood education programs.
- ...cries more, which can lead to physical abuse.



How does the Athens Area Diaper Bank help?

The Athens Area Diaper Bank strives to eradicate diaper need by providing diapers to low-income families in the Athens area, while raising public awareness of diaper need and its impact. We provide diapers to low-income families by partnering with over 25 local nonprofits, agencies, and churches. These partner organizations serve families in a wide variety of difficult situations, ranging from domestic abuse recovery, homelessness, and generational poverty (partner list is on our website). Our partners receive over 30,000 diapers from AADB each month!