



CLIMB OUT OF THE DARKNESS 2022



Postpartum Support International
Georgia Chapter

SPONSORSHIP GUIDE

Dear Community Partner:

The Georgia Chapter of Postpartum Support International (PSI-GA) invites your business or organization to partner with us as a sponsor of the 2022 Georgia Climb Out of Darkness (COTD)!

Each year, PSI hosts COTD events all over the world around the longest day of the year (summer solstice) to shine light on the number one childbearing complication – perinatal mood and anxiety disorders (PMADs). Georgia has consistently been one of the most active Chapters in the US in terms of hosting climb events throughout our state. Families, providers and allies gather in outdoor spaces to climb, walk, or stroll together – bringing attention to the importance of maternal mental health and community support. Our 2022 events will take place during the months of June and July. Climb events are led by volunteers, mostly survivors of PMADs, around the State.

Join us! Please consider becoming a sponsor by choosing one of the levels in the attached guide. Every dollar we raise stays in Georgia and is used to train providers to screen pregnant people and new parents for PMADS and refer these patients to doctors, therapists and support groups. With your partnership, we can ensure that every woman and family throughout the state will have access to information, social support, and informed professional care to deal with mental health issues related to childbearing. We appreciate your consideration!

Sincerely,

Shontel Cargill, President

Shantrice Jones, Immediate Past President

Latha Erickson, COTD 2022 Co-Chair

Paige Rohe, COTD 2022 Co-Chair



COTD2022 SPONSORSHIP OPTIONS



Official Sponsor - \$10,000

- Listed with logo as Official Sponsor for all Georgia climb event marketing and press
- Logo placement on website for one year linked
- Social media presence before and after climb events
- Tabling & speaking privileges for all Georgia climb events
- Ability to play a 90 second video or speak during virtual kickoff
- Logo on all slides during virtual kickoff

APPALACHIAN - \$5,000

- Logo included in all marketing and press
- Social media presence before and after climb
- Ability to table at all climb events
- Logo on sponsor slide during virtual kickoff
- Ability to play a 90 second video or speak during virtual kickoff

BLUE RIDGE - \$2,500

- Logo included in most marketing for climb events
- Social media presence before and after climb
- Ability to table at up to 5 climb events
- Logo on sponsor slide during virtual kickoff

ARABIA MOUNTAIN - \$1,000

- Listed in some marketing and press
- Social media presence before the event
- Ability to table at 2 climb events
- Logo on sponsor slide during virtual kickoff

PINE MOUNTAIN - \$500

- Listed in some marketing and press
- Social media presence before the event
- Ability to table at one climb event



@PSI_GA

HOW CLIMB CONTRIBUTIONS IMPACT GEORGIA FAMILIES

PSI-GA Programs are available to families throughout the State of Georgia. We also engage in statewide advocacy to ensure that there is adequate funding and support for maternal mental health programs throughout Georgia. These efforts include:

- PSI-GA worked with key partners to secure over \$1 million to establish Georgia's first maternal mental health program at the Department of Public Health.
- Our organization has trained over 500 providers in Georgia to identify, treat and refer families for maternal mental health conditions and concerns. We focus our dollars from COTD to provide scholarships in underserved areas where climbs take place.
- Our 2021 Virtual Black Maternal Mental Health Summit had over 370 attendees, primarily Black women from Georgia, and received an overwhelmingly positive response.
- Our support groups went live online during the pandemic. In partnership with PSI and Healthy Mothers, Healthy Babies Coalition of Georgia, we offer them for moms, fathers, veterans, LGBTQ+ families, and other communities by language and demographic.
- Our State Coordinators serve hundreds of families each year to get access to the referrals, treatment and supports they need to overcome perinatal mood and anxiety disorders.
- PSI operates a nationwide HelpLine, 1-800-944-4773 (4PPD) in English and Spanish. The PSI HelpLine is a toll-free telephone number anyone can call to get basic information, resources and connected with their State Coordinator. Calls are returned within 24 hours.

Let's Climb!

To secure your 2022 Climb Out of the Darkness sponsorship, please email us at info@psiga.org. We recommend that you secure your sponsorship by March 1, 2022 for the best branding and marketing opportunities. **Final deadline for all sponsorships is May 6, 2022.** Thank you for your partnership and support of Georgia's families.