

# 2023 Waddle Walk

Sponsorship  
Opportunities



Pregnancy  
After  
Loss  
Support



## About Pregnancy After Loss Support

Pregnancy After Loss Support (PALS) is a 501(c)(3) non-profit organization and community support resource for parents experiencing the confusing and conflicting emotions of grief mixed with joy during the journey through pregnancy after loss. PALS seeks to help expectant mothers celebrate their current pregnancy by choosing hope over fear while still nurturing and honoring the grief over the loss of their deceased child.

PALS was founded by Lindsey Henke in 2014 after the birth of her daughter, Zoe, who was born after the stillbirth of her first daughter, Nora, in 2012. Lindsey struggled to find resources and support during her pregnancy after loss and created PALS as an online magazine to help connect moms who were pregnant after a loss. Over the past nine years, PALS has become a 501(c)(3) non-profit and support organization and grown to include many services, including our Pregnancy After Loss App and serves more than 50,000 parents.

# 5th Annual PALS Waddle Walk

The Waddle Walk is Pregnancy After Loss Support's (PALS) annual event to raise funds to continue to support parents pregnant again after a loss. The Waddle Walk hopes to raise awareness about the unique experience a loss mom walks during her nine month journey navigating grief, fear, and hope during a pregnancy that follows a loss.

The Waddle Walk is a virtual walk, with participants walking in their own neighborhoods the weekend of June 24-25, 2023.

Funds raised will be used to:

- Develop new features and maintain our Pregnancy After Loss App.
- Maintain PALS' current programs and services for parents pregnant again after a loss.
- Create new programming and services to support parents pregnant again after a loss.
- Educate providers and raise awareness about the unique experience of pregnancy after loss.





# Sponsorship Opportunities

Thank you for your interest in being a sponsor for Pregnancy After Loss Support's Waddle Walk! We'd love for you to partner with us.

Email us at [info@pregnancyafterlosssupport.org](mailto:info@pregnancyafterlosssupport.org) for more details or visit <https://pregnancyafterlosssupport.org/2023WWRegistration> to become a sponsor.

**PALS  
VIP  
\$3,000**

Primary logo placement on official Waddle Walk t-shirts, Waddle Walk website, and Facebook cover image (*limit: 1 spots available*)  
Organization featured on PALS social media: Facebook (46K followers) and Instagram (52K followers)  
Logo recognition and sponsor callout in post-event wrap-up email to participants and supporters.

**PALS  
Champion  
\$900**

Logo featured on official Waddle Walk t-shirts and Waddle Walk website, and Facebook cover image (*limit: 2 spots available*)  
Organization featured on PALS social media: Facebook (46K followers) and Instagram (52K followers)  
Logo recognition and sponsor callout in post-event wrap-up email to participants and supporters.

**PALS  
Supporter  
\$300**

Logo recognition on Waddle Walk website  
Organization featured on PALS social media: Facebook (46K followers) and Instagram (52K followers)  
Sponsor callout in post-event wrap-up email to participants and supporters.

**PALS  
Friend  
\$90**

Logo recognition on Waddle Walk website  
Organization shared alongside other PALS Friend sponsors on PALS social media: Facebook (46K followers) and Instagram (52K followers)  
Sponsor callout in post-event wrap-up email to participants and supporters.



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**Thank you for coming alongside  
PALS as we support families in  
choosing hope over fear while  
nurturing grief.**

## Contact PALS

### **Pregnancy After Loss Support (PALS)**

5201 Overlook Drive  
Bloomington, MN 55437

[info@pregnancyafterlosssupport.org](mailto:info@pregnancyafterlosssupport.org)  
[PregnancyAfterLossSupport.org](http://PregnancyAfterLossSupport.org)

## Follow PALS on Social Media

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**@** @PregnancyAfterLossSupport  
**t** @PALS\_Support