



**PROPOSAL FOR SPONSORSHIP**

**TAKE UP  
SPACE**

**A VIRTUAL WELLNESS FESTIVAL BY YOGAMOTIF  
DECEMBER 11, 2021**

---

**THE  
POSTPARTUM  
PROJECT**  
BY YOGAMOTIF

**Contact: Alecia Dawn**  
Founder, YOGAMOTIF  
alecia@yogamotif.com  
Learn more about us at [yogamotif.com](https://yogamotif.com)

# *find your joy practice*

**Become a sponsor of The postpARTum Project and the December 11, 2021 virtual festival Take Up Space.**

## **About Us:**

YOGAMOTIF is a creative wellness studio that offers art and yoga classes to youth, pregnant people, and the community at large. Grounded in the collective healing of Black mothers, we do this work through mindfulness, self awareness, and creativity-based practices. Whether working with youth in out-of-school time classes, pregnant bodies in prenatal yoga, or creative communities in Yoga Paint Party workshops - YOGAMOTIF joyfully prepares each student for life's labor and the art, inspiration, and babies they might birth.

## **The postpARTum Project**

The postpARTum Project, a program conceived by Pittsburgh, PA-based YOGAMOTIF, delivers self-guided artist retreats for postpartum Black Mothers. Guests experience one-day retreats at a nature-based cabin, Getaway House, allowing for spiritual renewal from childbirth. In our fast-paced culture, The PostpARTum Project offers a magical space for Black Mothers to slow down and appreciate the many forms of healing.

When our extended community supports The postpARTum Project, you honor the importance of health and wellness for Black women and families. You join us at YOGAMOTIF in recognizing that collective healing includes intentional healing. While Pittsburgh maintains some of the country's poorest health outcomes for Black women, supporting our work is an investment in individual care that impacts our community care. Your sponsorship allows Black Mothers of Pittsburgh a day to cultivate this healing practice.

The PostpARTum Project is made possible in part by the Advancing Black Arts in Pittsburgh grant from The Pittsburgh Foundation and The Heinz Endowments.



# events and offerings



## **Take Up Space: A Virtual Festival**

December 11, 2021 | 9am - 5pm

Virtual: [YOGAMOTIF.com](https://yogamotif.com)

The postpARTum Project kicks off on December 11th with Take Up Space, a day-long ticketed fall festival of art, yoga, and play from Pittsburgh's SLATE Studio. Take Up Space allows for safe virtual interaction for 300 community members to access mindful and meaningful yoga instruction and celebratory treats.

## **The postpARTum Project- Artist Retreats**

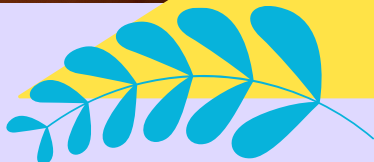
Spring - Summer 2022

The postpARTum Project self-guided artist retreats for Black Mothers will take place during the spring and summer of 2022. Currently, 20 mothers will experience this getaway centered on rest, creativity, and mindfulness. Sponsorships, donations, and ticket sales received from the Take Up Space festival will support a total of 100 Black Mothers to attend The postpARTum Project's one-day retreat.

## **The postpARTum Project - Festival Box**

Large \$249 // Yoga Mat and Wellness Supplies

Small \$39 // Wellness Supply Starter Kit



## TAKE UP SPACE 2021

# sponsorship

### **VIBRANT: \$10,000**

1 sponsorship available

- Receive recognition on all PostpARTum Project fundraiser and retreat marketing materials
  - Website landing page
  - Print and digital materials
  - Event signage
  - Logo listed first
- Provide branded items for festival boxes and summer/fall artist retreats
- 8 admission tickets to the Take Up Space festival
- 2 Large Festival Boxes
- 4 Annual Memberships to YOGAMOTIF's virtual yoga studio

### **JOYFUL: \$5,000**

2 sponsorships available

- Receive recognition on all PostpARTum Project fundraiser and retreat marketing materials
  - Website landing page
  - Print and digital materials
  - Event signage
- Provide branded items for festival boxes and summer/fall artist retreats
- 4 admission tickets to the Take Up Space festival
- 2 Annual Memberships to YOGAMOTIF's virtual yoga studio

### **CREATIVE: \$3,000**

2 sponsorships available

- Receive recognition on all PostpARTum Project fundraiser and retreat marketing materials
  - Website landing page
  - Print and digital materials
  - Event signage
- Provide branded items for festival boxes and summer/fall artist retreats
- 10 drop-in classes to YOGAMOTIF's virtual yoga studio

### **MINDFUL \$1,500**

4 sponsorships available

- Recognition on all postpARTum December 11, 2021 and Spring-Summer 2022 marketing materials
  - Website landing page
  - Print and digital materials
  - Event signage
- 5 drop-in classes to YOGAMOTIF's virtual yoga studio

### **ADDITIONAL GIVING**

- Add wellness gifts to the fundraising boxes (200) or retreat gift boxes (100) for our PostpARTum Project participants.

### **Contact:**

Alecia Dawn // Founder, YOGAMOTIF  
alecia@yogamotif.com

**Confirm you tax deductible  
sponsorship by November 1, 2021**