



# SPONSORSHIP FUND ACKNOWLEDGMENT GUIDELINES

In the spirit of mutual uplift, trust, and accountability among the NJBEFA community, we request that recipients of NJBEFA funds utilize at least one of the following avenues to bring attention to the work being done to improve birth equity in New Jersey.

## 1 LOGO

Logo files will be provided to sponsorship recipients for inclusion on any digital or print event- or project-related flyers.

## 2 SOCIAL MEDIA

Fund recipients are encouraged to tag NJBEFA on sponsored event- or project-related posts. Doing so helps us stay informed about your activities, allowing us to promote your initiatives and increase awareness of both your work and the Sponsorship Fund.



@birthequityalliance



/company/birthequityalliance

NJBEFA also uses the following hashtags:

#njbefa #birthequityalliance #birthequity

## 3 VIDEO

NJBEFA welcomes Sponsorship Fund mentions as part of reels and videos promoting or reflecting upon events or projects. Please use the following script when acknowledging NJBEFA as appropriate:

"Our organization appreciates the generous support of the New Jersey Birth Equity Funders Alliance. NJBEFA aims to reduce maternal mortality in New Jersey and eliminate racial disparities in birth outcomes by amplifying the voices of birth equity leaders, investing in community-based organizations, and building the infrastructure for cross-sector coordination."