



# MAMAS<sup>TM</sup> IN MUSIC

## At A Glance

Mamas in Music (MiM<sup>TM</sup>) is a nonprofit organization dedicated to fostering a nurturing community as we pursue our vision of a world of equity for Mamas in every space of the music industry across the world.

## ABOUT US

Founded in 2019, Mamas in Music (MiM<sup>TM</sup>) provides essential resources to empower Mothers to advance their musical careers. Our network, resources, programs and special initiatives generate opportunities and offer much needed support to our members. We advocate for equal opportunities for Mothers in an industry that historically under values and under represents the efforts, contributions and abilities of Mothers. Our membership base includes locations across the US, Canada, Africa, Europe, Australia, the United Kingdom, Ireland, Japan, India, Netherlands, and South America.

## Industry Stats



### 40%

#### INCOME DECLINE

Women who experience a decline in their income after becoming Mothers.

Source: [News.usc.edu](http://News.usc.edu)



### \$20,000 US

#### WAGE GAP

The average annual wage gap between male and female musicians, with Mothers experiencing a wider disparity due to work interruptions after childbirth.

Source: [Billboard.com](http://Billboard.com)



### 77%

#### DISCRIMINATION

Percentage of Mothers that have experienced discrimination because of their pregnancy.

Source: [musiciansunion.org.uk](http://musiciansunion.org.uk)



[www.mamasinmusic.org](http://www.mamasinmusic.org)



Globally Based

## OUR PURPOSE

At MiM<sup>TM</sup> we recognize the invaluable talent and potential of Mothers in the music industry. However, the challenges Mothers face during the childbearing years often hinder their career growth and ability to participate in making a productive living in the industry. We want to foster a nurturing and empathetic community along with opportunities that empower and enable Mothers to pursue their passion in music.

## WHY SPONSOR US?

Sponsoring MiM<sup>TM</sup> will align your brand with a powerful movement that empowers and celebrates talented women, fostering a more diverse and innovative music landscape. With your sponsorship of MiM<sup>TM</sup> your brand not only showcases a genuine commitment to social progress but also gains visibility as a trailblazer in promoting gender equity within the music world. Additionally, our proven strategies offer a wealth of benefits for both Mamas and your brand – from essential resources and tailored support to networking opportunities that extend your reach to a broader audience.

## WHY WE NEED SPONSORS

MiM<sup>TM</sup> was created to support an important and often overlooked niche in the music industry - Mothers. Having the backing of sponsors and donors is key to delivering our programs to members who come to us looking for help with their career in music. We rely on sponsorships and donations to fund initiatives for our members who are struggling, alone and without community. Financial support is essential to the survival of any community and as we are growing the need for sponsors increases. Regardless of the level of sponsorship you decide to partake in below, know that your contribution is valued and treated with the utmost care and regard.

## SOME OF OUR KEY PARTNERS AND SPONSORS TO-DATE



# SOME OF OUR KEY PROGRAMS WHERE YOUR SPONSORSHIP CAN MAKE A VITAL IMPACT!



## COMMUNITY PLATFORM

Support music industry mothers by sponsoring the development of our Mamas In Music community platform. We offer a dedicated space for workshops, job opportunities, networking, resources, and community support. Mothers deserve a place to connect, share experiences, and access tailored resources away from the often intense & overwhelming environment of social media.



## IT TAKES A VILLAGE

Our 'It Takes A Village' program in partnership with the AWFC (Alliance for Women Film Composers) further addresses the unique challenges of caregiving and will be part of this platform, providing a safe space for caregivers to connect. Join us in empowering and uplifting music industry mothers. Your sponsorship ensures a vital resource for mothers pursuing their passions while balancing family responsibilities.



## HIRE A MAMA JOB BOARD

When the economy struggles, families struggle most. Rising healthcare, food and cost of living increases put pressure on moms to fill the gap. We want to implement HIRE A MAMA, a job board exclusively for Mothers in the music industry as part of our new Community Platform.



## MUSIC FOR SYNC

Lifting up mothers in the music business with sync licensing, our cool music library, and scoring gigs in different media spots. Teaming up with APM Music and BMG, we're offering career advancement and opportunities for talented composer & producer mamas out there!



## SONGWRITING CAMPS

In 2023, we launched the UK's first song camp for Mothers in London with UK Partners Girl Grind UK & We Are The Unheard, funded by PRS & Levi's®. Starting in fall of 2024, we aim to launch the first of many US based songwriting camps for Mamas with paid participation and stipends for childcare. Not only will these camps in the UK and US offer Mamas respite to nurture creativity and kinship in a safe space, but our camps will be tied to direct opportunities & briefs for paid work.



## MIM™PODCAST

Season 3 of the MiM™ Podcast features in-depth discussions with female artists and industry execs, who are also balancing Motherhood and their music careers. The podcasts provide insights and advice to Mamas pursuing a career in this industry while raising children.



## MIM™ ADVOCACY

We advocate for changes in the working conditions for Mamas on both the business and creative side in the industry. We are focused on creating best practices and resources that create safe and inclusive spaces, along with necessary supports in all areas of the Music Industry.

# MiM SPONSORSHIP OFFERINGS



## MiM General Fund:

Support MiM's international mission with a General Fund sponsorship that underwrites the administrative expenses necessary to support all programs. With a unified vision, your contribution fuels vital initiatives, providing resources and opportunities to empower our members worldwide. Join us in making a lasting impact with Mamas In Music. Supporting our organization empowers talented Mothers and creates a more inclusive, balanced and creative music industry.

## Sponsorship Benefits:

- Logo inclusion on event materials (banners, programs, etc)
- Recognition as a sponsor in event announcements
- Logo placement on the Mamas in Music website with a link to sponsor website
- Access for representatives to MiM events
- Social media shout-outs and shared posts
- Ad spot on the MiM Podcast
- Prominent logo placement on event banners and programs
- Featured in pre-event and post-event press releases
- VIP access for representatives to MiM events
- Exclusive social media mentions and dedicated posts
- Spot on MiM virtual monthly meet-up
- A featured episode with sponsor or representative as the guest
- Customizable options based on specific requirements and goals
- Flexibility to choose from various elements of the sponsorship package
- Options include sponsorship of song camps, fundraising events, and specific MiM initiatives like It Takes A Village, Job Board, or Community Platform.

The benefits above are just a few examples of what a partnership could entail. For Sponsors that underwrite the cost of a specific program, MiM will customize a benefit package to meet your needs. If you are interested in customizing a program sponsorship, please email us at [info@mamasinmusic.org](mailto:info@mamasinmusic.org). All donations are tax deductible.

**Thank you for your consideration!**

**Contact us: [info@mamasinmusic.org](mailto:info@mamasinmusic.org)**



[www.mamasinmusic.org](http://www.mamasinmusic.org)