Sponsorship Guide



STEP *into* *Beautiful*

1 p.m., March 6, 2027

The Grand Hall,
The Manchester Hotel

STEP BY STEP

healing & empowering
young single moms

About Us



Step By Step is a holistic, non-profit program working to empower and embolden young single mothers ages 12 to 24 in our community to improve their lives, families, and communities through healing, encouragement, faith and education. Founded in 1995 by three best friends with a burning desire to impact child abuse and neglect statistics in their community, these women set out to create a place that was intended to be and remains today, where single mothers didn't feel judged, but could enjoy and support each other, as well as learn life skills that would not only impact them... but their children as well.

OUR MISSION ...

We're here to empower and embolden young single mothers to improve their lives, their families, and their communities through healing, encouragement, faith and education.

OUR VISION ...

We envision a Lexington that fosters belonging and empowers young, single mothers to positively impact their families and communities.

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3320 Tates Creek Rd., Suite 200 | P.O. Box 593 | Lexington, KY 40588 | 859.258.7837 | sbslex.org

Programming

Revive

These weekly meetings are focused on community. Moms can meet other moms going through the same kinds of things, make friends and bring their kids.

C.A.R.E. (Connections, Affirmations, Resources, Empowerment)

Program staff connect with moms on a weekly basis providing on-going support through resource referrals, connection, and continued encouragement.

Dare to Dream

Moms meet with program staff to set goals and receive support to help them reach them.

Level Up

Short term workshops where moms receive extended training in life skills in areas such as financial literacy and parenting.

Echo & Resound Leadership

Once a mom has completed the 3-year program, they can join the leadership training program and lead other moms in Step By Step!

Additional Program Offerings:

Step into freedom

fortify
SBS LEADERSHIP TRAINING

Rooted

fervent

STEP into READING

Step Into Beautiful

Step Into Beautiful, a tea luncheon and Step By Step's signature annual event, will be hosted on March 7, 2026 at The Manchester Hotel. This inspiring gathering welcomes more than 300 guests each year, including local business and faith leaders, city and state politicians, and dedicated supporters who believe in investing in young single mothers and their children.

We have set a bold goal this year — to raise $90,000 — to support the programs and services that Step By Step provides, including:

- Mentoring and support groups
- Workshops on parenting, life skills, budgeting, communication, relationships, nutrition, goal setting, Bible studies and discipleship, and more
- Resource referrals
- Crisis intervention
- Children's programming that includes Bible teaching and character development
- Transportation to large group meetings

By sponsoring Step Into Beautiful, your organization gains visibility with a wide and influential audience while directly impacting young families in our community through hope, support, and opportunity.





Sponsorship Opportunities

	PRESENTING SPONSOR *$10,000*	PLATINUM SPONSOR *$5,000*	SIGNATURE SPONSOR *$3,500*	MAJOR SPONSOR *$1,500*
Prominent logo placement on all promotional materials	✓ *Listed as "Presenting Sponsor"*	✓	✓	✓
Exclusive "Presenting Sponsor" with business category exclusivity	✓			
Mentioned in all social media posts about the event	✓ *Mentioned as "Presenting Sponsor"*	✓ *Mentioned as "Platinum Sponsor"*	✓ *Mentioned as "Signature Sponsor"*	
Dedicated social media posts specifically about your business that shares your services to the SBS audience	***4***	***2***		
Event program ad	✓ *Full-page ad (5" x 8") and listed on the cover as "Presenting Sponsor"*	✓ *Full-page ad (5" x 8")*	✓ *Full-page ad (5" x 8")*	✓ *Half-page ad (5" x 3.875")*
Table for 8 to the event	✓	✓	✓	✓
Give 2 minute welcome from stage as event begins	✓			
Logo and name featured at the event	✓	✓	✓	✓
Step By Step newsletter and sbslex.org	✓ *Listed as "Presenting Sponsor"*	✓ *Listed as "Platinum Sponsor"*	✓ *Listed "Signature Sponsor"*	✓ *Listed as "Major Sponsor"*

For more information or to secure your sponsorship contact Alicia Sims:

Alicia Sims, Development Director, Step By Step

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