

FEELIN', THEMSELVES
momms ★

EVENT



SPONSORSHIPS

TRANSFORMING MOMS' MENTAL HEALTH,
ONE DANCE PARTY AT A TIME

20
26



Hi, we're MFT.

Moms Feelin' Themselves has become a national phenomenon, hailed by major media and moms across the country as a “nationwide craze” redefining what self-care looks like for modern mothers. Through **The Mom Dance Party**, we've created a one-of-a-kind, high-energy, joy-driven experience where wellness, community, and catharsis collide.

More than a night out, The Mom Dance Party is an immersive mental-health-boosting experience based in evidence-based mental health principles and clinical expertise, part release, part revival, where moms move freely, feel deeply, and reconnect with themselves and each other. Attendees leave feeling seen, energized, and empowered.

For sponsors, this is a rare opportunity to **align with a purpose-driven, culturally resonant movement** and meet a highly engaged audience of women where they crave authenticity, joy, and community the most—IRL, on the dance floor, in the moments that matter—while positioning themselves as leaders in the maternal wellness revolution and capturing social-media-gold content that amplifies their impact far beyond the event.





The Mom Dance Party

MFT's trademarked, first-of-its-kind signature event

A high-energy, immersive, themed dance party created exclusively for moms:

300–800 attendees per event at stunning venues nationwide, with waitlists in multiple cities reflecting a highly eager and engaged audience

Electric live DJ sets packed with 90s/2000s throwbacks

Guided dance and mindfulness breaks infused with empowering, evidence-based mental health messaging

Early-evening timing—no kids, no pressure, just moms fully letting go

A safe, inclusive, elevated atmosphere that feels cool—not clinical

Local wellness vendors, curated cocktails, VIP-style swag

Highly Instagrammable interactive activations, like branded photo moments

Mental health resource corner offering support, education, and community

A proven environment where moms leave seen, energized, and transformed

Highlights

- ⁰¹ Founded in 2022
- ⁰² Over 5,000 attendees across events
- ⁰³ Devotees - our moms become enthusiasts
- ⁰⁴ Mental health and maternal wellness focus
- ⁰⁵ Reach via IRL audience and media/press
- ⁰⁶ Built by moms, for moms
- ⁰⁷ Supported by therapists, wellness pros & real moms
- ⁰⁸ Rooted in evidence-based mental health principles



We aim to normalize fun, movement, autonomy and self-expression as vital parts of maternal mental health.

- ⁰¹ Joy as medicine
- ⁰² Authentic community
- ⁰³ Movement for mental health
- ⁰⁴ Moms as multi-faceted - The woman beyond the mother
- ⁰⁵ Integration of physical and emotional well-being



MFT

Testimonials

Michelle, Denver

“Wow. I had the experience of attending my first MFT dance party last week. I was truly blown away. As a mama of 2 and therapist to mamas, I know first-hand how important it is to connect to ourselves in this stage of life. Dancing and music is such a tool for me, and it felt so empowering to witness and experience that connection with 500 other mamas.”



Rachel, Denver

“Being able to go out with your mom friends and dance the night away is so therapeutic. It's a safe environment.. I've never experienced friendlier people while being out... everywhere you turn other women are singing, dancing and having so much fun. Everyone is so nice too, it felt so good to be somewhere and not have to worry about the typical dangers that females encounter when going out. Moms need a release, and MFT is everything and more! “



Press Highlights

PEOPLE: Woman Started a Moms-Only Dance Party to Help with Stress. Now the Events are Selling Out Across the Country (Exclusive)

Woman Started a Moms-Only Dance Party to Help with Stress. Now the Events are Selling Out Across the Country (Exclusive)

Millennial moms can shake it off on the dance floor alongside a community of other moms

By [Hannah Sacks](#) | Published on October 1, 2025 03:43PM EDT

[LEAVE A COMMENT](#)



TODAY with Jenna & Friends: How This Moms-Only Dance Party Grew into a Nationwide Craze, October 27, 2025



Analytics

Moms ARE the main character.



Demographics

- Women ages 28–45
- Primarily moms of infants, toddlers to early teens
- 90% are decision-makers in household purchases
- Values: wellness, fun, community, authenticity, self-care

You will have access to real-time data and insights, allowing you to see the impact of our social media management efforts.

Psychographics

- Active on IG
- Interested in self-growth, psychological and physical wellness
- Educated and smart consumers: want to buy the best for their families (organic, healthful, aligned with values)
- Style-conscious and seek to refine their identity in motherhood
- Listen to podcasts; audiobooks, reads
- Care about causes, current events
- Highly engaged and devoted audience—repeat attendees, brand sharers, and content creators

WHY PARTNER



Bold, Joyful + Culturally Relevant: The Mom Dance Party proves that moms are hungry for real-life experiences—and brands have a unique chance to meet them there. In a time of influencer fatigue, your brand can show up authentically and meaningfully in a space where attention is undivided and energy is high.

⁰¹ Bold + Different

This isn't your typical "mom thing;" it's fresh, fearless + garnering significant national and local press, leaving a mark on moms, communities and the brands that show up for them

⁰² Real Connection in a Noisy World

Moms are overwhelmed, overstimulated + experiencing scroll fatigue. Meeting moms IRL, when their emotions are positive, open and joyful, is the most powerful place to connect right now.

⁰³ High-energy, scroll-stopping experiences

Live moments double as instant short-form & social gold -authentic, unfiltered and magnetic. So much viral potential!

⁰⁴ Wellness Cred

Rooted in wellness and mental health expertise, but served up with fun-forward sparkle, because moms deserve both evidence-based care and joy.

⁰⁵ Turnkey Collab

Choose from sponsorship tiers that let you show up in creative, meaningful ways—whether nationally or locally.

⁰⁶ Lead this movement!

MFT is the first-of-its-kind: a newsworthy, culture-shifting movement exploding nationwide.

The mental health crisis among moms is real and MFT is a joyful response. Partner with us to position your brand as a leader in driving meaningful change.

Leadership



Elizabeth Wellington

MA, LPC, PMH-C



Co-Founder

Mother of two, psychotherapist, teacher, speaker and advocate. Elizabeth is passionate about helping women reclaim their voice, vitality, and inner strength—whether in the therapy office, at home, or in community. With sharp mental health expertise, an unmatched ability to empower and engagingly educate audiences, and a masterful eye on MFT’s polished content, she is the maternal mental health moment.

Sarah Battani Sams

Co-Founder



Mother of three. Community builder and business strategist with deep expertise in sales, operations, and account management. Her obsession with MFT’s operations and design—an uncommon combo—powers the brand’s standout aesthetic and scalable model. Master of the MFT vibe and forever hype-woman, she brings unmatched heart and hustle to everything she does for our moms and partners.



Event Sponsorship Option 1

THE MOTHERLODE

Headline Sponsor - 1 per event

\$6,000

Activation Options:

Premier Photobooth Experience:

Photobooth, Mirror Photobooth or 360

Photobooth

Future option: Mental Health Resource

Activation

The Value:

The Motherlode sponsor receives the highest visibility on-site and online, with a fully brandable hero activation that anchors the event experience. This tier delivers continuous exposure throughout the night, premium content capture, and top-tier placement across all MFT channels before and after the event.

Inclusions:

- Exclusive branding on the featured experience (photobooth or activation)
- Access to all photo + video data collected from the activation
- Logo on all printed + digital event signage
- Dedicated social media post + multi-frame story series (tagged + pinned)
- Dedicated feature in pre-event email
- Inclusion + tags in recap video and post-event content
- Option to provide swag for entry bags or Mom Lounge
- 4 event tickets

Customization, Multi-City & Podcast Sponsorships are available upon request.



Event Sponsorship Option 2

THE FEELIN' MYSELF

Signature Sponsor - 4 per event

\$2,500

Activation Options - Choose one of the following brandable experiences:

- **Signature Drink Sponsor:** Naming rights to the featured cocktail + branded cocktail napkins
- **Mom Lounge Sponsor:** Branded pumping/nursing lounge + bathroom swag (hair ties, chapstick, etc.)
- **The Dance Floor Essentials Kit (Glow & Flow Kit):** Custom Branded Sound Activated LED Bracelets, Custom Branded Silk Scrunchies,, Glitter Hair Tinsel Clip-Ins
- **“Good Mom Energy” Charging Station presented by BRAND:** Branded phone charging hub that offers moms a lifesaving moment so they can capture all the moments!

The Value:

The Feelin' Myself Signature sponsors anchor a high-touch, high-joy moment inside the event. These activations are immersive, highly photographed, and provide real value to attendees, ensuring memorable brand association without heavy lifting. Strong visibility + consistent brand impressions across the MFT ecosystem.

Inclusions:

- Logo placement on print + digital event signage
- Mention in one pre-event email:
- Group social media post highlighting Silver sponsors + activations
- Option to contribute swag for entry bags or Mom Lounge
- 2 event tickets



Event Sponsorship Option 3

THE COMMUNITY SPOTLIGHT

Sponsor - Unlimited per event

\$950

The Value:

The Community Spotlight sponsors receive **cost-effective visibility** with social amplification and inclusion in on-site signage. This tier is ideal for brands looking to get their name in front of an energized, engaged community of moms without activation requirements.

Inclusions:

- Inclusion in a group giveaway (market-specific)
- IG Story reshares
- Logo on on-site event signage
- 1 event ticket
- No activation required



Tour Schedule

2025

2026

AUG

SEPT

OCT

NOV

DEC

JAN

FEB

MARCH

APRIL

MAY

JUNE

JULY

Denver

Boston

Denver

SLC

NYC

SF

LA

Chicago

Denver

DC

01 Saturday, August 22, 2025
Denver, CO
Bluebird Theater
500 guests

02 Saturday, October 11, 2025
Cambridge, MA
52 Church (The Sinclair)
200 guests

03 Thursday, November 6, 2025
Salt Lake City, UT
The Complex
800 guests

04 Friday, November 28, 2025
Denver, CO
Bluebird Theater
500 guests

05 Saturday, January 10, 2026
San Francisco, CA
Brick & Mortar Music Hall
300 guests

06 Saturday, January 17, 2026
New York, NY
Music Hall of Williamsburg
600 guests

07 Saturday, February 7, 2026
Los Angeles, CA
The Roxy
500 guests

08 Saturday, March 14, 2026
Chicago, IL
Beat Kitchen
300 guests

09 Friday, May 1, 2026
Washington, DC
Union Stage
350 guests

10 Friday, May 8, 2026
Denver, CO
Bluebird Theater
500 guests



MFT Expansion

.Additional cities will be added in 2026, including Philadelphia, Miami, and more!

Sponsors & Partners

We've worked with brands who value wellness, community, and moms' voices — from local professionals to national names.

SPONSORS

bobbie.

little spoon.

The Den

M
MOTHERLY

Jade Wellness
CHIROPRACTIC | FERTILITY | DOULA

WILD RICE
WELLNESS

Feelings Found

PARTNERS & COLLABORATORS

AEG
PRESENTS

bx
bodyconceptions

tumble
HAUS

.. T U L A ..

M
MOTHERLY

DENVER PHOTO
collective

CB&W

mom
water

FRUIT INFUSED VODKA WATER

AWARDS

coloradoparent



MFT

Thank you.

Thank you for considering a partnership with MFT!
We're thrilled by the opportunity to co-create joyful, high-energy experiences that help moms feel seen, celebrated, and supported—while putting your brand at the heart of the magic.



Contact

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