



BKM 4 Life Foundation for Fitness and Health (BKM 4 Life) was established in 2017 to support health and wellness for the St. Louis community. Its founder, Briant K. Mitchell, established the foundation to extend health and wellness beyond the confines of a gym. Born out of a love for fitness and community, BKM 4 Life aims to support individuals who are undereducated and under resourced with their fitness journey. Through partnerships to support local residents, BKM 4 Life works to ensure individuals with fitness goals have access to resources within and outside fitness walls.

The success of Briant K. Mitchell's foundation originates from his 100-pound club. Mitchell has helped over 50 women and men of color lose 100+ pounds. Hundreds of other clients have lost less. Mitchell noticed he was changing lives one pound at a time and believed he could do more to help those he served and their families. Driven by his mother's philosophy to take care of the community, Briant established BKM 4 Life Foundation for Fitness and Health to help people outside the gym. BKM 4 Life has partnered with Care STL Health and BJC to offer covid-19 vaccine clinics at its gym, partnered with the St. Louis Area Foodbank to donate over 1000 pounds of food, and hosted several back-to school drives to donate school supplies for local schools. BKM 4 Life has also organized and collected winter clothing for the unhoused population. BKM 4 Life continues to serve as a community-focused organization that changes lives one gift at a time.

SSM Health DePaul Hospital – St. Louis partners with organizations that bring much needed resources to the community. Its mission “through our exceptional health care services, we reveal the healing presence of God” allows the health ministry to deliver health care services to individuals struggling with access. Through its partnership with BKM 4 Life Foundation, SSM Health is responding to the current state of Black Maternal Health within the region. As Black women in the United States are three to four times more likely to die during childbirth than other women, SSM Health DePaul Hospital is working to address this health care crisis. Eighty percent of Black maternal health deaths are preventable. As part of its response to this growing issue, SSM Health DePaul Hospital is providing doula services to patients that qualify as well as having a culturally congruent team of physicians and staff.



5K Run/Walk

Saturday, April 12, 2025

SSM Health DePaul Hospital – St. Louis
12303 DePaul Drive
Bridgeton, MO 63044

Type of Sponsorship: _____

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I have enclosed my check #: _____ For: \$ _____

Enclosed information to be read by emcee for Presenting sponsorship on back or separate paper.

Send logos to briantkmitchell@yahoo.com.

For more information, please contact Briant K. Mitchell at 314-837-7782 or Dr. Jade James-Halbert at 314-369-9289.

You can also email us at briantkmitchell@yahoo.com. Make checks payable to BKM 4 Life Foundation with Black Maternal Health 5K Run/Walk in the check memo line. Mail to BKM Fitness Bootcamp Attn: Briant K. Mitchell 27 S. Florissant Rd., Ferguson, MO 63135.

Black Maternal Health 5K Run/Walk Sponsorship Levels and Advertising Benefits					
BKM	Presenting	Nativity	Labor Support	On Course Trimester	On Course Individual
Sponsorship Levels	\$5000	\$2500	\$1500	\$500	\$250
Company logo on BKM website	✓	✓	✓		
Company logo on electronic Invitation and Save the Date	✓				
Company logo exposure on Welcome Banner	✓				
Company logo on event t-shirt	✓ prominently	✓	✓		
Company logo on all marketing materials	✓				
Company logo exposure on select marketing materials		✓	✓		
Opportunity for company speaker to welcome runners in opening program	✓				
Company booth presence	✓	✓	✓		
Company mentions in social media	✓	✓	✓		
Company logo exposure at awards ceremony			✓		
Opportunity for company representative to present awards			✓		
Company Logo on 1 sign located on race route				✓	✓
# of Run/Walk Participants	25	15	10	5	2

Presenting Sponsor - \$5000

- Company logo on BKM website
- Company logo on electronic Invitation and Save the Date.
- Company logo exposure on Welcome Banner.
- Company logo prominently located on event t-shirt.
- Company logo on all marketing materials.
- Opportunity for company speaker to welcome runners in opening program.
- Company booth presence.
- Company mentions in social media.
- 25 Run/Walk Participants

Nativity Sponsor - \$2500

- Company logo on BKM website
- Company logo exposure on select marketing materials.
- Company booth presence.
- Logo on event t-shirt.
- Company mentions in social media.
- 15 Run/Walk Participants

Labor Support Sponsor - \$1500

- Company logo on BKM website
- Company booth presence.
- Company logo exposure on select marketing materials.
- Logo on event t-shirt.
- Company mentions in social media.
- 10 Run/Walk Participants

On Course Sponsor Trimester - \$500

- Company logo on 1 sign located on race route
- 5 Run/Walk Participants

On Course Sponsor Individual - \$250

- Company logo on 1 sign located on race route
- 2 Run/Walk Participants