




The Red Shoes
A Center for Personal & Spiritual Growth

Spring Equinox Celebration

A Day of Balance, Renewal, and Community

Sat, March 21, 2026

**SPONSORSHIP
OPPORTUNITIES**





Dear Friends,

At The Red Shoes, we believe that healing, growth, and transformation happen most powerfully in community. In a world that often asks us to move faster, carry more, and do it all alone, The Red Shoes exists as a place to pause, to be witnessed, and to remember who we are beneath the noise.

For more than 25 years, The Red Shoes has offered a welcoming space where people can gather in honesty and care—through movement, creativity, reflection, dialogue, and shared experience. Our work is rooted in the simple but radical belief that when people feel supported, connected, and valued, they are better able to navigate life's transitions and show up with compassion for themselves and others.

Every circle formed, every story shared, and every moment of presence strengthens the fabric of our community. This work matters because it creates belonging. It matters because it offers refuge. And it matters because it reminds us that none of us are meant to walk alone.

We would love your support in being part of this unfolding story. Your partnership helps ensure that The Red Shoes remains a place where hearts can open, courage can grow, and community can flourish.

With gratitude,

Racheal Hebert, LCSW-BACS
Executive Director



Spring Equinox Celebration

A Day of Balance, Renewal, and Community

Saturday, March 21 | 8AM - 7PM | The Red Shoes

Why Sponsor?

By sponsoring this event, you are supporting:

- * Accessible programming that removes financial barriers
- * Community connection across generations and backgrounds
- * Local facilitators and creatives sharing their gifts
- * Mental, emotional, and spiritual well-being
- * A trusted, mission-driven nonprofit serving the Baton Rouge community for over 25 years



The inaugural Spring Equinox Celebration is a full-day, come-and-go open house at The Red Shoes, welcoming the community to experience our programs, facilitators, and shared values of connection, creativity, and care.

On this day, community members are invited to **participate in any class or offering at no cost**, creating an accessible entry point for new visitors while deepening engagement with our existing community. Guests may attend one class or spend the entire day moving through a rich, diverse lineup of experiences.

The Spring Equinox marks a moment of balance between light and dark, symbolizing renewal, intention, and new beginnings. This event honors that transition through movement, meditation, ritual, creative expression, and community gathering.

Ready to sponsor? Call us at (225) 338-1170 or email racheal@theredshoes.org.

Featured Programs



Gentle yoga practices supporting balance, embodied awareness



A restorative sound bath offering deep relaxation and nervous system regulation



Cosmic insight offered through astrology and tarot card readings



Hands-on gardening demonstrations paired with a community seed swap



An embodied movement experience rooted in sacred dance and belly dancing



A mindful sampling of seasonal foods and herbal teas shared in community



Guided poetry writing focused on reflection, creativity, & self-expression



A workshop exploring how crystals can support balance, clarity, and renewal



Nature-based creative arts including painting, natural egg dyeing and flower crowns

Sponsorship Levels

Shared Path Sponsor – \$5,000

- Recognition as “Presenting Sponsor” of the Spring Equinox Celebration
- Name or logo featured prominently on all event materials (digital and onsite)
- Verbal recognition during opening and closing remarks
- Dedicated acknowledgment in email promotions and social media
- Opportunity to display materials or signage onsite
- Recognition on The Red Shoes website for 6 months

Rooted Steps Sponsor – \$2,500

- Name or logo listed on event promotions and onsite signage
- Recognition in email and social media promotions
- Verbal acknowledgment during the event
- Opportunity to include materials or signage onsite
- Recognition on The Red Shoes website for 6 months

Walking Together Sponsor – \$1,000

- Name or logo included on event signage
- Recognition in digital promotions
- Verbal acknowledgment during the event

First Step Sponsor – \$500

- Name or logo included on event signage
- Recognition in digital promotions

In-Kind Sponsorships

We also welcome in-kind contributions that support the event experience, including:

- Food and refreshments
- Printing or signage
- Materials for programming
- Décor or flowers
- Items for raffle prizes for guests

In-kind sponsors will be recognized at a level commensurate with the value of their contribution.

The Impact of Your Support



This is more than a single-day event. It is an intentional invitation into the heart of The Red Shoes—offering a visible, embodied experience of what community, care, and connection can look like when people are welcomed exactly as they are.

Who Will Be Attending

This event will draw a diverse and engaged audience, including:

- Local community members who regularly participate in programming at The Red Shoes and serve as ambassadors for our work
- First-time visitors who are curious about The Red Shoes and seeking accessible ways to explore wellness, creativity, and community
- Longtime supporters and donors who value gathering, seasonal ritual, and the opportunity to reconnect in person
- Facilitators, artists, and wellness practitioners whose work animates our space and reflects the depth and diversity of our offerings
- A wider digital audience, reached through email campaigns, social media, and post-event storytelling that extends the impact beyond the day itself



How We Use the Funds Raised

Sponsorship support makes it possible to offer this day as a true community gift while ensuring the long-term sustainability of our work. Funds raised through this event help ensure that:

- All classes and offerings remain free and accessible for the day, removing financial barriers and inviting new community members to participate
- All facilitators are paid, honoring their time, expertise, and the care they bring to this work
- Inclusive, high-quality programming can continue year-round, strengthening The Red Shoes as a consistent and reliable community resource
- Community members experience a sense of belonging, balance, and renewal, reinforcing the healing power of shared space and collective presence

By investing in the Spring Equinox Celebration, sponsors are not only supporting a single event—they are helping to sustain a living ecosystem of care, creativity, and connection that reaches far beyond one day.

Your support ensures that The Red Shoes remains a place where people can arrive, exhale, and remember that they do not have to walk alone.

Finding Healing in Community: Rusti's Story



After being diagnosed with breast cancer, Rusti sought refuge at The Red Shoes. She joined our meditation classes with Robyn and Holly, a few of our beloved facilitators, and found tools to ease the fear and overwhelm of treatment. As she continued returning, she discovered more than coping skills; she discovered community. The monthly Fireside Astrology Circle became another anchor in her healing, offering comfort, insight, and a sense of belonging during an uncertain time.

Through the friendships she formed, Rusti began writing music with others and even performed at our Open Mic Night this summer. What began as a search for healing blossomed into creativity, courage, and connection.

Rusti is one of hundreds who, this year alone, have walked through our doors and discovered acceptance, support, and joy. This is what your generosity makes possible.