

19-20  
AUGUST

THE CALIFORNIA ENDOWMENT  
**SPONSORSHIP OPPORTUNITIES**

*Hands  
to  
Heart*

**CLINICAL LACTATION SKILLS  
& CAREER GROWTH**

**FOR PERINATAL PROFESSIONALS**

Questions?  
Amanda Butler [abutler@breastfeedla.org](mailto:abutler@breastfeedla.org)

## DEAR POTENTIAL SPONSORS AND EXHIBITORS



BreastfeedLA is proud to present Hands to Heart: Clinical Lactation Skills & Career Growth for Perinatal Professionals, a two-day professional training designed to strengthen the clinical skills and career pathways of current and future lactation and perinatal professionals. Through hands-on learning, expert-led workshops, and interdisciplinary panels, Hands to Heart supports workforce development while elevating evidence-based, culturally responsive lactation care.

Designed for both emerging professionals exploring careers in lactation and seasoned clinicians seeking to sharpen their skills, Hands to Heart was created in direct response to feedback from our community and education committee. This training addresses a clear and urgent need for accessible, practice-focused clinical education that reflects the realities of the diverse communities we serve.

Sponsoring Hands to Heart is an opportunity to invest in the perinatal workforce, support professional growth across disciplines, and align your organization with BreastfeedLA's mission to advance equitable infant feeding support throughout Los Angeles County and beyond. Sponsors will gain meaningful visibility among lactation consultants, healthcare providers, educators, and community leaders, while demonstrating a shared commitment to improving maternal and infant health outcomes.

By sponsoring this event, your organization will:

- Support the growth and empowerment of lactation consultants and allied health providers serving diverse communities
- Align your brand with a trusted organization committed to culturally responsive, community-centered lactation support
- Gain meaningful visibility and networking opportunities with professionals dedicated to maternal and infant health
- Demonstrate a clear commitment to strengthening the foundation of lactation care in Greater Los Angeles and beyond

We invite you to review the sponsorship opportunities outlined in this packet. If you do not see a package that aligns with your goals, we welcome the opportunity to collaborate and create a customized sponsorship experience tailored to your organization.

Thank you for considering a partnership with BreastfeedLA. Together, we can build a stronger, more equitable perinatal care workforce.

Sincerely,

Arissa Palmer  
Executive Director

# Sponsorship Opportunities

Customized sponsorship levels available

Please contact [abutler@breastfeedla.org](mailto:abutler@breastfeedla.org) to discuss opportunities

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## Visionary Sponsor - \$25,000

- Premier logo placement on all event materials, website, and signage
- Recognition as visionary sponsor with opportunity to welcome attendees
- Featured in event press releases, newsletters, and social media campaigns
- Dedicated exhibiting table for both days
- Opportunity to provide branded swag or materials to attendees
- Exclusive post-event report highlighting impact and sponsor contribution
- Complimentary registrations for up to 10 team members or guests
- Full size digital ad
- 1-year advertising subscription to BreastfeedLA newsletter - 2 ads per month (24 total) reaching 11,000+ subscribers (\$2,500 value)
- Verbal recognition by emcee during event welcome and closing
- Exhibiting table for both days

## Champion Sponsor - \$10,000

- Prominent logo placement on event website, signage, and program
- Recognition from stage
- Dedicated exhibiting table for both days
- Inclusion in targeted social media shoutouts and email newsletters
- Full size digital ad
- Opportunity to provide branded swag or materials to attendees
- Complimentary registrations for up to 5 team members or guests
- Exhibiting table for both days

## Advocate Sponsor - \$7,500

- Logo placement on all event materials, website, and signage
- Recognition from stage
- Mention in social media posts and event email communications
- Opportunity to provide branded materials in swag bags
- Complimentary registrations for up to 3 team members or guests
- Half Page digital ad
- Exhibiting table for both days

# Sponsorship Opportunities

Customized sponsorship levels available

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## Ally Sponsor - \$5,000

- Logo recognition on all event materials, website, and signage
- Recognition from stage
- Logo inclusion in event program
- Complimentary registrations for up to 2 team members or guests
- Exhibiting table for both days

## Supporter Sponsor - \$2,750

- Logo recognition on all event materials, website, and signage
- Recognition from stage
- Complimentary registration for 1 team member or guest

## Additional Opportunities

### Exhibiting

- **Both days - \$750** Maximize your visibility by showcasing your company over the full two-day event. Connect directly with a diverse group of perinatal professionals, lactation consultants, and healthcare providers through dedicated booth space, networking, and engagement opportunities on both days.
- **One Day - \$400** Gain focused exposure by exhibiting for one day of the event. Perfect for organizations looking to engage with attendees on a targeted schedule while still benefiting from in-person connections and brand awareness.

### Digital Ads

Feature your ad in the digital program journal, visible throughout the event to all attendees.

- **Full Page** - \$1,000
- **Half Page** - \$500

### Coffee Sponsor - \$3,000

Keep attendees energized by sponsoring the coffee service. Your brand will be visible at coffee stations where attendees gather and recharge.

### Lactation Room Sponsor - \$3,000

Help provide a private, comfortable space for nursing parents by sponsoring the lactation room. Your brand will be featured in the room and on related materials.



### Please select your choice of sponsorship level:

- |  |  |
|--|--|
| <input type="checkbox"/> \$25,000 <b>Visionary</b> | <input type="checkbox"/> \$3,000 <b>Coffee</b>         |
| <input type="checkbox"/> \$10,000 <b>Champion</b>  | <input type="checkbox"/> \$3,000 <b>Lactation Room</b> |
| <input type="checkbox"/> \$7,500 <b>Advocate</b>   | <input type="checkbox"/> \$2,750 <b>Supporter</b>      |
| <input type="checkbox"/> \$5,000 <b>Ally</b>       |  |

### Please select your choices of other marketing opportunities:

- \$1,000 Full page ad in digital slideshow
- \$500 Half page ad in digital slideshow

### Please select your choices of exhibiting opportunities:

- \$750 Two Days
- \$400 One Day

### Important Sponsor Deadlines:

All ads must be received by August 1, 2026 to be included in the digital program.

To receive all listed sponsorship benefits, sponsors must be confirmed and signed on by July 19, 2026.

# Hands to Heart

Name

Company

Email/Phone

## Payment Information

- Pay by Check: Check# (Please make check payable to BreastfeedLA)
- Pay by Invoice: I need an invoice sent to the above contact and address for payment.
- Pay by Credit Card: <https://givebutter.com/hands-to-heart>

## Selection of Sponsors

BreastfeedLA does not accept sponsorships, advertisements, or donations from entities in violation of The International Code of Marketing of Breast-milk Substitutes (the "Code") and subsequent World Health Assembly resolutions. All publications and materials distributed must comply with the Code.

To this end, BreastfeedLA reserves the right to refuse sponsorships, or advertisements from certain entities, or to decline or prohibit any promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

## Approved Required Materials

BreastfeedLA reserves the right to approve logos and any imagery prior to inclusion/placement on BFLA website, social media, etc. All imagery/content must adhere to the WHO Code. We also reserve the right to remove any sponsors exchanging goods or services for monies or sponsor items being sold for a profit at the event.

## Application Contract and Payment Fees

Rates are as listed in the Application and Contract. Applications will neither be processed nor confirmed without the required payments. All applications must be accompanied by payment of the total charges. BreastfeedLA retains the option of returning funds.