



# Know Your Rights! Advocacy Day

Sponsorship Opportunities

August 29 & 30, 2024

The California Endowment

 BreastfeedLA

Questions?

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

## DEAR POTENTIAL SPONSORS AND EXHIBITORS

This year we mark a significant milestone as an organization as we celebrate 30 years of BreastfeedLA! We cordially invite you to celebrate with us and become a sponsor of our 2024 BreastfeedLA Advocacy Day taking place on August 29 & 30.

This two-day event will bring community members and professionals together to explore crucial topics affecting families in the childbearing years. Attendees will explore birthing people's rights, paid family leave, lactation rights and more! This is a great opportunity to gain knowledge, foster dialogue, and ensure you know how to make sure your voice is heard! As a sponsor or exhibitor for our event, you will have the opportunity to network and market your business to countless parents, birth workers and lactation professionals in Southern California. This includes parents, nurses, IBCLC's, doulas, home visitors, WIC staff, educators, physicians, hospital staff and administrators.

Over the last 30 incredible years, we've worked tirelessly to broaden our impact by establishing inclusive supportive environments, offering accessible lactation consultations, and hosting enlightening workshops across diverse communities. Our belief remains resolute: by equipping caregivers and individuals with knowledge and support, we're nurturing not only babies but also the limitless potential of future generations.

We have worked hard to develop accessible sponsorship and exhibitor opportunity levels that we feel will provide maximum exposure and representation of your business or organization. The funds raised through these opportunity packages help us continue to advocate for breast/chestfeeding in our hospitals, public spaces and places of employment in the Greater Los Angeles area. Your involvement isn't just a contribution; it's an investment in the health and well-being of infants and their families. Let's champion the cause of nurturing healthy beginnings, celebrating 30 years of dedication, and shaping a world where every child has the opportunity to thrive from their very first moments—let's do it together!

Enclosed is a copy of our various sponsor levels and exhibitor packages. Please consider this opportunity and secure your place today! For more information on how to participate, contact Amanda Butler at (747) 322-0802 or [abutler@breastfeedla.org](mailto:abutler@breastfeedla.org). We look forward to discussing this exciting opportunity with you!

Sincerely,

Arissa Palmer  
Executive Director



# Sponsorship Opportunities

Customized sponsorship levels available

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



## \$12,500 Advocate Sponsor

- Recognition as "Title Sponsor" and company logo included on all event branding including website, page registration site, social media, e-invitations, and all event collateral (logo must be submitted by 7/29/24 for inclusion)
- 1-minute curated video by company representative posted to BreastfeedLA social media and event landing page
- Year advertising subscription to BreastfeedLA newsletter - 2 ads per month - 10,000+ subscribers (\$2,200 value)
- Verbal recognition by emcee during welcome and closing
- Inclusion in event press release
- Sponsor feature story in BreastfeedLA newsletter
- Institutional Membership - 10 tickets to any BreastfeedLA webinar/seminar (\$575 value)
- Exhibitor table for two days
- Full page ad in digital program journal
- Reserved VIP seating at event

## \$6,500 Patron Sponsor

- Recognition as sponsor and company logo included on all event branding including website, page registration site, social media, e-invitations, and all event collateral (logo must be submitted by 7/29/24 for inclusion)
- 6-month advertising subscription to BreastfeedLA newsletter (12 total ads - can be used as 1/month for a year, or 2/month for 6 mos.) (\$1,100 value)
- Verbal recognition by emcee during event welcome and closing
- Sponsor highlight in BreastfeedLA newsletter
- Institutional Membership - 10 tickets to any BreastfeedLA webinar/seminar (\$575 value)
- 1/2 page ad in digital program journal
- Exhibitor table for two days
- Reserved VIP seating at event

## \$3,500 Friend Sponsor

- Recognition as sponsor and company logo included on all event branding including website, page registration site, social media ads, e-invitations, and all event collateral (logo must be submitted by 7/29/24 for inclusion)
- Verbal recognition by emcee during event welcome and closing
- Sponsor highlight in BreastfeedLA newsletter
- 1/4 page ad in digital program journal

## Please select your choice of sponsorship level:

- \$12,500 **Advocate**
- \$6,500 **Patron**
- \$3,500 **Friend**



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

- \$3,500 Coffee Sponsor – Your company name will be displayed during morning coffee/tea service. Limited to one sponsor.
- \$2,200 Year advertising subscription to BreastfeedLA's newsletter – 10,000 subscribers, 2 ads per month, expires November 2024 (*inquire about nonprofit rate*).
- \$1,000 Full page ad in digital program journal.
- \$500 Half page ad in digital program journal.
- \$600 Exhibitor (table for both days). Please inquire for BIPOC, non-profit, or sole proprietor.



**30 Years of Nurturing  
Every Baby!**

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://bit.ly/BFLAadvocacyday>

## 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.

# EXHIBITOR AND VENUE INFORMATION



## Exhibitor Show Space

Each exhibit space includes one 6 ft. table with two chairs. A table drape can be reserved for an additional cost. Electricity may be requested but is on a first come first serve basis. Please contact Amanda at [abutler@breasfteedla.org](mailto:abutler@breasfteedla.org) to reserve.

## Restrictions

Exhibitors will not be allowed to display, promote, give away samples or show pictures of infant formula, bottles or nipples. All promotional material must be compliant with the WHO-UNICEF “International Code of Marketing of Breastmilk Substitutes.” BreastfeedLA reserves the right to decline any sponsor or promotional material that it judges inappropriate. Exhibitors are not permitted to sell items on premises.

## Location

California Endowment  
1000 Alameda St.  
Los Angeles, CA 90012  
1 (800) 449-4149

## Parking

Parking is free on a first come first serve basis. There are nearby lots for \$5-7 per day if on-site free parking is full. The California Endowment is a short walk from Union Station.

## Lodging

The Endowment recommends the following hotels...

- Miyako Hotel Los Angeles
- Omni Los Angeles
- Checkers Hilton