

Sponsor Packet

October 10, 2019

Pickwick Gardens

Burbank, CA

**Our 25th Anniversary of BreastfeedLA
Masquerade Gala Celebration**

Presented by



Dear Potential Sponsors:

On behalf of BreastfeedLA, we cordially invite you to become a sponsor of our upcoming **BreastfeedLA 25th Anniversary Gala Celebration**. As a sponsor for our event, you will have the opportunity to network and market your business to countless birth workers and lactation professionals in Southern California including nurses, IBCLC's, doulas, CLE's, physicians, and hospital staff and administrators

This year's Masquerade Gala Celebration marks a special milestone for BreastfeedLA. Over the past 25 years, BreastfeedLA has been dedicated to improving the health and wellbeing of infants and families through education, outreach, and advocacy to promote and support breastfeeding. BreastfeedLA formed in 1994 by a group of dedicated volunteers who wanted to make a difference in the breastfeeding rates in Los Angeles County. Our work is grounded in diversity, inclusion, and equity to facilitate our mission and commitment to protecting, promoting, and supporting breastfeeding in the communities we serve. All proceeds go directly to support our programs such as education and advocacy efforts including: scholarships towards our lactation education training, continuing education seminars, and advocacy efforts focused on equity.



We have worked hard to develop accessible sponsorship opportunity levels that will provide maximum exposure and representation of your business or organization. The funds raised through these opportunity packages help us continue to advocate for breastfeeding in our hospitals, public spaces, and places of employment in the Greater Los Angeles area communities. Your involvement not only advertises your organization, but provides our community with optimal networking prospects, resources, and tools so that collectively, the leaders of the breastfeeding advocacy community may thrive through collaboration and strength in each other.

Enclosed is a copy of our Sponsor packages. **Please consider this opportunity, as space is limited. For more information on how to participate, contact Jose Gonzalez at 323-210-8505 or info@breastfeedla.org.** We look forward to discussing this exciting opportunity with you!

Sincerely,
Arissa Palmer
Executive Director



Sponsor and Marketing Opportunities Application

SPONSOR, ADVERTISEMENT or MARKETING

First Name	Last Name
Company Name	Website
Address	City/State/Zip
Phone	Email

SPONSORSHIPS

Please select your choice of sponsorship level.

<input type="checkbox"/> \$25,000 Monarch Sponsor	<input type="checkbox"/> \$15,000 Gold Sponsor
<input type="checkbox"/> \$10,000 Diamond Sponsor	<input type="checkbox"/> \$5,000 Sapphire Sponsor
<input type="checkbox"/> \$2,500 Crystal Sponsor	

ADVERTISEMENT IN THE PROGRAM

Please select all that apply.

<input type="checkbox"/> \$750 Full Page	<input type="checkbox"/> \$500 Half Page
<input type="checkbox"/> \$250 Quarter Page	

OTHER MARKETING OPPORTUNITIES

Please select your choices of other marketing opportunities.

<input type="checkbox"/> \$2,500 Attendee Favors (Limited to 1 Sponsor)	<input type="checkbox"/> \$600 Award Recognition
<input type="checkbox"/> In-Kind Online Silent Auction Donation Please complete form on the following page.	

Application/Contract Terms

The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as outlined in this agreement or as may be designated by BreastfeedLA, the venue for the event, or the state of California. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due to BreastfeedLA under terms of this agreement.

Signature _____ Date _____

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.

PLEASE SUBMIT THE PAYMENT AND A SIGNED COPY OF THIS APPLICATION BY September 13, 2019

TO: BreastfeedLA | 2851 West 120th St. Suite E #335 Hawthorne, CA 90250

Tax Exempt EIN# 95-4861413

Email: info@breastfeedla.org

Sponsor and Marketing Opportunities Application

Monarch Sponsorship

\$25,000

Two (2) VIP tables for ten people each with champagne service.
Primary logo recognition on invitation, email blasts, media releases, event signage, and all other promotional materials.
Primary recognition on welcome board prominently displayed behind check-in.
Emcee recognition during the dinner program.
Recognition on BreastfeedLA's social media outlets, website and in monthly newsletter, a distribution of 9,000.
Five dedicated social media posts.

Gold Sponsorship

\$15,000

One (1) VIP table for ten people with champagne service.
Logo recognition on invitation, email blasts, media releases, event signage, and all other promotional materials.
Recognition on welcome board prominently displayed behind check-in.
Emcee recognition during the dinner program.
Recognition on BreastfeedLA's social media outlets, website and in monthly newsletter, a distribution of 9,000.
Five dedicated social media posts.
Inside cover advertisement in commemorative program.

Diamond Sponsorship

\$10,000

One (1) VIP table for ten people.
Logo recognition on invitation, email blasts, media releases, event signage and all other promotional materials.
Recognition on welcome board prominently displayed behind check-in.
Recognition on BreastfeedLA's social media outlets, website and in monthly newsletter, a distribution of 9,000.
Two dedicated social media posts.
Full page advertisement in commemorative program.

Saphire Sponsorship

\$5,000

One (1) reserved table for ten people.
Recognition on welcome board prominently displayed behind check-in.
Recognition on BreastfeedLA's social media outlets, website and in monthly newsletter, a distribution of 9,000.
Half page advertisement in the commemorative program.

Crystal Sponsorship

\$2,500

One (1) reserved table for ten people.
Recognition on BreastfeedLA's social media outlets, website and in monthly newsletter, a distribution of 9,000.
Quarter page advertisement in commemorative program.

Additional Marketing Opportunities

Program Advertisement – Full Color

\$750—Full Page

\$500—Half Page

\$250—Quarter Page

Materials are due to BreastfeedLA by Friday, September 13, 2019.

Email your digital ad file to info@breastfeedla.org

Submission Guidelines:

Format: High resolution JPG accepted.

Ads must be complete and sized at 100%

Image: Resolution must be at least 300#dpi.

Embed all fonts and graphics when creating the JPG files.

Trim Size: 8 ½" x 11"

Color: Any color must be in high-res RGB format.

Other Advertisement Opportunities

\$2,500 **Attendee Favors** (Limited to 1 Sponsor): Your donated item will be given to every attendee.

You will be recognized in commemorative program and on the online gala advertisement. This company also receives the Crystal Sponsorship level benefits.

\$650 **Award Recognition:** Your company logo will be noted on the award.

In-Kind Silent Auction Donation: Your company can gain further exposure of your product by participating in the BreastfeedLA Gala Silent Auction. This is a popular and fun event for attendees as well as a great way to support the BreastfeedLA. Please consider donating items valued at \$250 or more and join in on the fun of bidding. Please complete page 5.

**All items should be received by September 13, 2019
to be included in the program.**

In-Kind Silent Auction/Opportunity Drawing Donation Form

DONOR INFORMATION

Donor Name

Who should we contact regarding this donation? Acknowledgment letters will also be sent to this person.
Name and Title

Company Name

Address

City/State/Zip

Phone

Email

ITEM DESCRIPTION

Donated Item

Estimated Value
\$

What is the expiration date to use/redeem this prize?

How does the winner redeem the item?

Detailed item description of 50-100 words.

PLEASE REPLY BY September 13, 2019
Questions can be directed to Jose Gonzalez at 323-210-8505
or email to info@breastfeedla.org

All items should be received by September 13, 2019.

Send donation with the form to BreastfeedLA
2851 W. 120th St., Suite E #335
Hawthorne, CA 90250

Contract Conditions and Regulations

The following contract conditions, rules, and regulations are part of the BreastfeedLA Sponsorship Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of the creation of your advertisement or sponsorship materials.

Application/Contract and Payment of Fees

Rates are as listed in the Application and Contract. Applications will neither be processed or confirmed without the required payments and signatures. All applications must be accompanied by payment of the total charges. BreastfeedLA retains the option of returning funds.

Cancellation

Cancellations must be directed in writing to BreastfeedLA at 2851 West 120th St. Suite E #335 Hawthorne, CA 90250. **Refunds, less an administrative fee of \$100 or 10% of fees (whichever is greater), will be made at BreastfeedLA's discretion**, but no refund will be given for any cancellation made after **September 13, 2019**. In case of fire, the elements, or any other causes beyond management's control that prevent the holding of the gala, this contract will not be binding.

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.

Approval Required for All Materials

BreastfeedLA reserves the right to require sponsors to remove any display item(s) 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.



Acceptance of sponsorship does not constitute an endorsement of the products, services, or mission of the sponsor by BreastfeedLA or its member organizations. Sponsor organizations cannot use the BreastfeedLA name without express written permission from BreastfeedLA.