



# *Feeding the Future From Home*

**Virtual Gala Sponsorship Package  
November 12th, 2020**

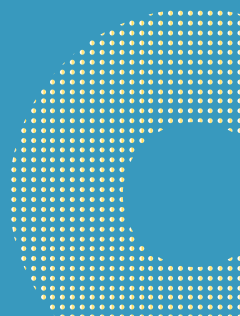
Phone Number

323-210-8505

Email Address

[info@breastfeedla.org](mailto:info@breastfeedla.org)

 **BreastfeedLA**



Customized sponsorship levels available.

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

## \$10,000 Leader \*

- Full spotlight page splash featuring logo, website, image, and short text 3xs during event (pre/post lobby, middle of event)
- Recognition as "Title Sponsor" and company logo included on all event branding including website (with hyperlink), page registration site, paid targeted social ads, e-invitations, and all event collateral (logo must be submitted by 10/1/20 for inclusion)
- 1-minute curated video by company representative posted to BreastfeedLA YouTube, Facebook, Instagram, and event landing page
- Year advertising subscription to BreastfeedLA newsletter – 2 ads per month (\$2,400 value) - 10,000+ subscribers
- Verbal recognition by emcee recognition during welcome and closing videos
- Inclusion in event press release as "Title Sponsor"
- Title Sponsor feature story in BreastfeedLA newsletter
- Institutional Membership – 10 tickets to any BreastfeedLA webinar/seminar (\$575 value)
- Option for additional curated media promotion (video or graphic) to be included on social sites, e-blasts and/or landing page pre or post campaign

## \$5,000 Patron \*

- 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-minute curated video by company representative posted to BreastfeedLA YouTube, Facebook, Instagram, and event landing page
- Company logo included on website (with hyperlink), page registration site, paid targeted social ads, e-invitations, and all event collateral (logo must be submitted by 10/1/20 for inclusion).
- Inclusion in event press release as "Major Sponsor"
- Verbal recognition by emcee during event welcome and closing videos
- Sponsor article in BreastfeedLA newsletter
- Institutional Membership - 10 tickets to any BreastfeedLA webinar/seminar (\$575 value)

## \$2,500 Friend \*

- Company logo included on website (with hyperlink), page registration site, paid targeted social ads, e-invitations, and all event collateral (logo must be submitted by 10/1/20 for inclusion).
- 1 featured social media post on BreastfeedLA social media platforms, highlighting and branding your company with direct link to your website
- 1 month logo recognition in the BreastfeedLA newsletter - 10,000 + subscribers
- Verbal recognition by emcee during event welcome and closing videos

*\*Entirety of sponsorship is tax deductible to the fullest extent of the law.*

*\*Unless otherwise noted, sponsorship privileges expire November 2021*

# Sponsorship and Marketing Opportunities Application

First Name

Last Name

Company Name

Website

Address

City/State/Zip

Phone

Email

## Please select your choice of sponsorship level

- \$10,000 Leader Sponsor
- \$5,000 Patron Sponsor
- \$2,500 Friend Sponsor

## Please select your choices of other marketing opportunities

- \$2,000 Year advertising subscription to BreastfeedLA's newsletter - 10,000 subscribers, 2 ads per month, expires November 2021 (inquire about nonprofit rate)
- \$1,000 Logo inclusion in event welcome and closing video, event program, and one-time logo recognition in the BreastfeedLA newsletter.





## 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.

## 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.

## 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.

*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.*

