



Earthy Birthy Fair and Family Wellness

Presented By:  BirthWell
Partners

BirthWell Partners is excited to announce the:
3rd Annual Earthy Birthy Fair and Family Wellness Expo
Sunday, February 24, 2019
Innovation Depot, Birmingham, AL

The Earthy Birthy Fair and Family Wellness Expo connects families to local resources and services that strive to improve the health of our community, specifically pregnant people, new parents, and babies. The event provides a unique opportunity for sponsors like you to showcase your name and brand to a valuable niche of consumers and local vendors while demonstrating your commitment to the well-being of under-resourced families and children. In 2017, Facebook advertising reached 1000's of people over a three-month period leading up to our event. At the event, 70 vendors and birth-related professionals participated and over 100 attendees gathered to ask questions, try new products, learn about health focused companies and gather health information. We anticipate an even larger crowd this year.

The Earthy Birthy Fair supports BirthWell Partners; a 501c3 not-for-profit organization whose mission is to improve the health of low-resource parents and infants in Central Alabama by offering free and reduced-cost childbirth education and non-medical labor support provided by birth doulas. Doula care is associated with significant improvements in maternal and infant health outcomes. Doulas empower the most vulnerable in our communities by connecting their clients with the resources they need during pregnancy to make informed decisions about their health care, and by supporting them physically and emotionally during labor, birth and the early postpartum hours and weeks. Program outcomes show that families supported by a BirthWell Partners doula are more likely to avoid medical procedures when they are unnecessary, to give birth to healthy weight babies, and to reach their breastfeeding goals: It's cost-effective care that is proven to make a clinical difference. Proceeds from this event provide a significant source of funding for our programs at BirthWell Partners. In exchange for your sponsorship you will receive excellent community exposure, space to showcase your company's products and services, and most importantly, improve the quality of life for underserved families.

Enclosed are the sponsorship levels. We are available to answer any questions and provide further information as necessary. We look forward to partnering with you on this exciting event.

Thank you for your consideration!

Dalia Abrams
Executive Director, Birthwell Partners



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Sponsorship Opportunities:

Presenting Corporate Sponsor - starting at \$1000

- ◆ Your corporate name and logo will appear prominently on press releases, posters, flyers, website, and other promotional materials
- ◆ Company will be listed in email blast scheduled to reach over 1000 individuals
- ◆ Facebook: Your corporate name and logo with links to your company website will be posted on BirthWell Partners' Facebook page, The Earthy Birthy Fair's page and our event page leading up to the event.
- ◆ Web site: Your corporate name and logo with links to your company website will be displayed on the event page of BirthWell Partners' website
- ◆ Your company will have the opportunity to present and/or demonstrate products or services at the event
- ◆ Your company can host an information/sales table at the event
- ◆ Your company brochure, flyer, business card, or product sample will be included in event gift bags
- ◆ Your company will have the opportunity to provide goods/services for raffle and/or silent auction
- ◆ Your company will receive special acknowledgement at the event

Partner Sponsorship - \$500

- ◆ Your corporate name and logo will appear on press releases, flyers, and other promotional materials
- ◆ Company will be listed in email blast scheduled to reach over 1000 individuals
- ◆ Facebook: Your corporate name and logo with links to your company website will be posted on BirthWell Partners' Facebook page, The Earthy Birthy Fair's page and our event page leading up to the event
- ◆ Web site: Your corporate name and logo with links to your company website will be displayed on the event page of BirthWell Partners' website
- ◆ Your company can host an information/sales table at the event
- ◆ Your company brochure, flyer, business card, or product sample will be included in event gift bags
- ◆ Your company will have the opportunity to provide goods/services for raffle and/or silent auction
- ◆ Your company will receive special acknowledgement at the event

Exhibiting Sponsor - \$250

- ◆ Facebook: Your company's participation with links to your company website will be posted on The Earthy Birthy Fair's event Facebook page
- ◆ Web site: Your company's participation will be listed on the event page of BirthWell Partner's web site with links to your company website.
- ◆ Your company can host an information/sales table at the event
- ◆ Your company will have the opportunity to provide goods/services for raffle or silent auction

National Sponsor - \$100

- ◆ Tailored for companies that would like to support without having a physical presence at conference
- ◆ Facebook: participation posted with link to company website on The Earthy Birthy Fair's event Facebook page
- ◆ Opportunity to provide resources (brochure, flyer, business card, or product sample) to be included in participant bags, or provide silent auction or raffle item

Non-Profit Participating Sponsor - \$75

- ◆ Information table at the event
- ◆ Web site: Your company's participation will be listed on the event page of BirthWell Partner's web site
- ◆ Opportunity to provide goods/services for raffle and/or silent auction



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Please note that donations to BirthWell Partners are deductible as charitable contributions for federal tax purposes. We will provide you with a receipt.

Sponsor Participation Form

Birmingham's Family Wellness Expo: The Earthy Birthy Fair

February 24, 2019

2:00-5:00 pm

Innovation Depot

1500 1st Ave N. | Birmingham, AL 35203

Date: _____

Company Name: _____

(As it should appear in event materials)

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Company Address: _____

Website: _____ Company Email: _____

_____ Yes, I want to be a Presenting Corporate Sponsor (\$1000, or greater, please specify _____).

_____ Yes, I want to be a Partner Sponsor (\$500-\$999)

_____ Yes, I want to be an Exhibiting Sponsor (\$250-\$499)

_____ Yes, I want to participate as a National Sponsor (\$100)

_____ Yes, I am a 501c3 non-profit and want to participate (\$75-\$249)

_____ Yes, I want to supply a good/service for the raffle and/or silent auction

Item provided: _____ Market value _____

Please submit logos in JPEG, PDF, and/or Ai file formats that are 300 dpi (high resolution for clear printing) by January 7th for inclusion in promotional materials. Logos received after that date will not be included in print ad or poster but will may be displayed on Facebook Expo page. Logos may be emailed to EXPO@birthwellpartners.org

All checks should be made out to BirthWell Partners; in the memo line indicate Expo 2019. Or payment can be made online here <http://www.birthwellpartners.org/earthy-birthy-fair-payments/> Password: BWP.EBFair

Please return sponsor forms to EXPO@birthwellpartners.org by January 7, 2019. All checks and sponsor forms should be mailed by January 7th to:

BirthWell Partners
976 Linwood Rd.
Birmingham, AL 35222

