



Earthy Birthy Fair and Family Wellness EXPO

**BirthWell Partners is excited to announce the
4th Annual Earthy Birthy Fair and Family Wellness Expo
Saturday, February 22, 2020
at Innovation Depot, Birmingham, AL**

Are you in the business of Family Health and Wellness?

Do you want to reach consumers in North Central Alabama?

Be a part of the Earthy Birthy Fair and Family Wellness Expo!

By becoming a sponsor or supporter, you'll get your brand, product, service, and message in front of thousands of consumers looking for healthy, holistic, parenting products and services. This event provides a unique opportunity for sponsors like you to showcase your name and brand to a targeted audience of consumers and local vendors.

Expo advertisements on Facebook reach thousands of people over a three-month period leading up to the event. At the Expo, vendors and birth-related professionals network with each other while hundreds of attendees gather to ask questions, try new products, learn about health-focused companies, and gather health information.

And you can feel great about supporting a worthy cause! Proceeds from this event provide a significant source of funding for BirthWell Partners; a 501c3 non-profit 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 perinatal support provided by birth doulas. Our doulas care for clients one-on-one, and this support is associated with significant improvements in maternal and infant health outcomes. To learn more about what we do, as well as the impact it has, visit www.BirthWellPartners.org.

About the EXPO:

Saturday, February 22nd, 2020

11 am - 12 pm: Vendor Networking Opportunity

12 pm - 4 pm: Public Expo

Innovation Depot

1500 1st Ave N, Birmingham, AL 35203

Read on to learn about sponsorship opportunities. We are available to answer any questions and to provide further information. Thank you for your consideration!

Dalia Abrams
Executive Director
Birthwell Partners





Earthy Birthy Fair
and Family Wellness

benefitting:

BirthWell Partners
Community Doula Project

Sponsorship Opportunities:

Supporter: Exhibiting Sponsor - \$250

- Your company may host an information/sales table in the **main** event space
- Your company's participation, with links to your company website, will be posted on The Earthy Birthy Fair's **Facebook** page and event, and **Instagram**
- Your company's participation will be listed on the Earthy Birthy Fair web site with links to your company website.
- Your company will have the opportunity to provide goods/services for the raffle or silent auction
- Your company will be listed in event email blasts reaching over 1500 individuals

Advocate: Exhibiting Sponsor - \$375

All of the above PLUS:

- Your corporate name and logo will appear on press releases, flyers, and other promotional materials
- Your company will have the opportunity to provide resources (brochure, flyer, business card, or product sample) to be included in participant swag bags

Presenting: Exhibiting Sponsor - \$600

All of the above PLUS:

- Your company will have the opportunity to provide a 20-minute presentation about your products or services at the event
- Your corporate name and logo will appear prominently on press releases, posters, flyers, website, and other promotional materials
- Your company will receive special acknowledgement at the event

Premier: Exhibiting Sponsor - \$1000 *Opportunity limited to one sponsor!*

All of the above PLUS:

- Your company will have *primary placement* and be identified on all promotional materials and acknowledgements as "**Premier Sponsor**"
- Your company will have a *prominent, double-size vendor space* in the main event area

Sponsorship Deadline: February 7, 2020

Additional Sponsorship Opportunities:

Partner: Exhibiting Sponsor - \$125

This option is reserved for small businesses. Please contact us at 205-614-3297 to see if you qualify for this option.

- Your company may host a small information/sales table along the entrance hall
- Your company's participation, with links to your company website, will be posted on The Earthy Birthy Fair's Facebook page & event
- Your company's participation will be listed on the Earthy Birthy Fair web site with links to your company website.
- Your company will have the opportunity to provide goods/services for the raffle or silent auction

Community Partner: Non-Profit Exhibiting Sponsor - \$75


- Your organization may host an information table at the event
- Your organization's participation will be listed on the Earthy Birthy Fair web site with links to your company website.

Friend: Non-Exhibiting Sponsor - \$125

For companies that would like to participate without having a physical presence at the Expo

- Your company's participation, with links to your company website, will be posted on The Earthy Birthy Fair's Facebook page & event
- Your company's participation will be listed on the Earthy Birthy Fair web site with links to your company website.
- Your company will have an opportunity to provide resources (brochure, flyer, business card, or product sample) to be included in participant swag bags
- Your company will have the opportunity to provide goods/services for raffle and/or silent auction
- Your company will be listed in event email blasts reaching over 1500 individuals

Sponsorship Information:

 Earthy Birthy Fair and Family Wellness EXPO	Premier Sponsor	Presenting Sponsor	Advocate	Supporter	Partner	Community Partner Non-Profit Exhibiting Sponsor	Friend
	\$1000	\$600	\$375	\$250	\$125	\$75	\$125
Vendor Table	DOUBLE SPACE IN MAIN AREA	IN MAIN AREA	IN MAIN AREA	IN MAIN AREA	IN ENTRANCE HALL	IN ENTRANCE HALL	NA
Publicity on Earthy Birth website & social media (Facebook & Instagram)	IDENTIFIED AS PREMIER SPONSOR	X	X	X	X	X	X
Opportunity to provide goods/services for raffle or auction	X	X	X	X	X		X
Company listed in event email blasts to 1500+ mailing list	IDENTIFIED AS PREMIER SPONSOR	X	X	X			X
Publicity on press releases, flyers & other print promo materials	IDENTIFIED AS PREMIER SPONSOR	X	X				
Opportunity to have materials included in swag bags	X	X	X				X
20 minute presentation at event	X	X					
Prominent placement on ALL promotional materials	IDENTIFIED AS PREMIER SPONSOR	X					
Special acknowledgement at event	IDENTIFIED AS PREMIER SPONSOR	X					

Sponsorship Deadline: February 7, 2020--or until space is full!

Saturday, February 22nd, 2020
11 am - 12 pm:
Vendor Networking Opportunity
12 pm - 4 pm:
Public Expo

Innovation Depot
1500 1st Ave N. | Birmingham, AL 35203

Contact: Dalia Abrams
Expo@birthwellpartners.org
205-614-3297

<http://www.birthwellpartners.org/the-earthy-birthy-family-wellness-expo/>

Ad Submission Information:

Submitting Files:

Please submit logos by January 7th for inclusion in promotional materials. Logos received after that date will not be included in print ad or poster, but will be displayed on Facebook Expo page.

Logos may be emailed to: EXPO@birthwellpartners.org

Accepted Formats:

JPEG, PDF, PNG and/or AI file formats that are 300 dpi (high resolution for clear printing)

Items for Swag Bags, Silent Auction, or Raffle:

Please deliver items by February 10th to 976 Linwood Rd., Birmingham, AL 35222



Sponsor Participation Form

Birmingham's Family Wellness Expo: The Earthy Birthy Fair

Saturday, February 22nd, 2020

12 pm - 4 pm

Innovation Depot

1500 1st Ave N. | Birmingham, AL 35203

Sponsorship Deadline: February 7, 2020

Date: _____

Company Name (As it should appear in event materials): _____

Company Address: _____

Website: _____ Company Email: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

- Premier Sponsor (\$1000) - *Limited to one company*
- Presenting Sponsor (\$600)
- Advocate (\$375)
- Supporter (\$250)
- Partner (\$125)
- Community Partner (\$75)
- Friend (\$125)

Thank you for demonstrating your
commitment to the wellbeing of mothers and
infants in our community!

Are you interested in making an additional
monetary donation to Birthwell Partners?

Amount \$ _____

Yes, I want to supply a good/service for the raffle and/or silent auction
Item provided: _____ Market value \$ _____

Yes, I want to supply bag stuffers for event swag bags (*option available to Advocate, Presenting & Premier Sponsors only*)

Please deliver items by February 10th to 976 Linwood Rd., Birmingham, AL 35222

Payment can be made online here <http://www.birthwellpartners.org/earthy-birthy-fair-payments/>
Please return sponsor forms to EXPO@birthwellpartners.org

If you prefer to pay by check, make payment to BirthWell Partners, indicating "Expo 2020" in the memo line, and mail sponsorship form with check to: BirthWell Partners, 976 Linwood Rd, Birmingham, AL 35222

*Donations to BirthWell Partners may be deductible as charitable contributions for federal tax purposes.
Check with your CPA or tax preparer for details. We will provide you with a receipt.*

We look forward to partnering with you on this exciting event!