

Turning the Tide for Birth and Breastfeeding



Sponsorship Prospectus

Dates:

Conference: Feb 25th & 26th 2022

Workshop 1: Feb 24th 2022

Workshop 2: Feb 27th 2022

Venue: The Lighthouse Theatre, 185 Timor St, Warrnambool Vic 3280

Online conference: Feb 28th – June 30, 2022

Enquiries

Barb Glare

E: Barb.glare@gmail.com

Ph: 0488 757 334

www.warrnamboolbreastfeedingcentre.com.au

Turning the Tide for Birth and Breastfeeding

“A real live conference with an exhibition hall, and a chance to network and connect”

It's been a challenging couple of years since we held our last conference in Feb 2020. Throughout this time the Warrnambool Breastfeeding Centre has continued to deliver essential breastfeeding and social support in our community and beyond.

The Warrnambool Breastfeeding Centre invites you to sponsor, exhibit, and connect with health professionals who work with breastfeeding families, including lactation consultants, midwives, nurses, child health nurses, dietitians, doctors and other health professionals

Estimated live conference attendance 100-200

Estimated online delegates – 500

All funds raised go to support the continued operation of the Warrnambool Breastfeeding Centre.

Partner with us!

- Network with an audience of 100 - 200 at our live conference in Warrnambool, plus another 500 delegates online – lactation consultants, nurses, midwives, maternal child health nurses allied health professionals and medical doctors and other breastfeeding advocates as they share the latest research, education and clinical practice.
- Connect with an engaged group of experts in breastfeeding and lactation research.
- Showcase your breastfeeding products and services.
- Communicate with our audience via innovative online opportunities as well as a physical presence at our landmark biennial conference.

What is the Warrnambool Breastfeeding Centre?

The Warrnambool Breastfeeding Centre is a hub of information and support for parents in Warrnambool and the surrounding areas. It is a place parents can come to relax and connect with other parents in an informal setting. Importantly, parents can access the breastfeeding information and support they need, when they need it, through professional lactation support and practical support such as breast pump hire and information on lactation aids.

The Warrnambool Breastfeeding Centre was opened in May 2014 using funds raised at “Turning the Tide” Conference 2013.

Sponsorship Opportunities

Sponsorship packages at a glance

Bespoke conference packages: We are happy to work with you to design a bespoke package which will give you the best value for your investment in the conference.

* All delegates at live conference have access to online conference

* All prices inclusive of GST

Sponsorship program	Description	Cost	Reach	Inclusions
Gold Sponsorship (1 available)	Includes sponsorship of live and online conference	\$5500	100-200 live Plus 500 online. All EDMs go to our full email list of 12,000 contacts.	<ul style="list-style-type: none">• Trade exhibition stand at Warrnambool Conference – 2 tables in prime position• Your logo on conference website acknowledged as gold sponsor – with link to your website• Up to 2 items included in satchel• Dedicated EDM sent to our list of 12,000 contacts• Dedicated Facebook post (x 3 over 6 month period)• Online Market hall – 2 minute video promoting your company/ product (you supply MP4)• Full registration inc meals for 2 staff members• Verbal acknowledgement of sponsorship at opening/closing address
Silver Sponsorship (2 available)	Live plus online conference	\$3500	100-200 live Plus 500 online. All EDMs go to our full email list of 12,000 contacts.	<ul style="list-style-type: none">• Trade exhibition stand at Warrnambool Conference• Your logo on conference website with link to your website• 1 item included in satchel• Dedicated Facebook post (x 2 over 6 month period)• Online Market hall – 2 minute video promoting your company/ product (you supply MP4)• Full registration inc meals for 1 staff member

Sponsorship Opportunities

Sponsorship program	Description	Cost	Reach	Inclusions
Bronze Sponsorship (3 available)	Live plus online conference	\$2500	100-200 live plus 500 online.	<ul style="list-style-type: none"> Trade exhibition stand at Warrnambool Conference Your logo on conference website with link to your website 1 item in conference satchel Dedicated Facebook post x 1 Online Market hall – 2 minute video promoting your company/ product (you supply MP4) Full registration inc meals for 1 staff member
Online Conference Sponsorship only	Online conference	\$2500	500	<ul style="list-style-type: none"> Online Market hall – 2 minute video promoting your company/ product (you supply MP4) Your logo on conference website with link to your website Dedicated Facebook post (x 2 over 6 month period)
Notepads and Pens	Live conference only	\$250	100-200	Your logo on pens and pads for delegates at live conference – your company supplies pens and pads
Satchel Insert	Live conference only	\$250	100-200	Up to 2 items included in conference satchel
Online Market hall	Online conference only	\$550	500	<ul style="list-style-type: none"> 2 minute video promoting your company/ product (you supply MP4) website link included
Trade Exhibit	Live conference only	\$550	100-200	Trade Exhibit Warrnambool including 1 dressed table plus one staff member
Trade Exhibit – local/cottage industry	Live conference only	\$330	100-200	1 dressed table plus 1 staff member

Sponsorship Application Form

Please mail completed booking form to:

Barb Glare, 19 Noble Dr Warrnambool, Vic 3280

or email to: barb.glare@gmail.com

Upon acceptance of your sponsorship application we will issue an invoice

Company or Group Name: _____

Contact Name: _____

Postal Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: _____ Email: _____

Sponsorship type

- Gold Sponsor** - \$5500
- Silver Sponsor** - \$3500
- Bronze Sponsor** - \$2500
- Online conference Sponsorship** - \$2500
- Notepads and Pens** - \$250
- Satchel Inserts** - \$250
- Online Market Hall** - \$550
- Trade Exhibit** - \$550
- Cottage Industry** - \$330

Sponsors, exhibitors and the WHO code

The Warrnambool Breastfeeding Centre only accepts sponsorship and exhibitors who are in compliance with the WHO International Code of Marketing of Breast-milk Substitutes and its subsequent WHA relevant resolutions (https://www.who.int/nutrition/publications/code_english.pdf). All sponsors are required to sign this agreement confirming their compliance with this Code.

This sponsor and exhibitor policy must be signed and dated by each sponsor and exhibitor and returned with the sponsorship application form.

Agreed by: (*print name*) _____

Signature: _____

Position: _____ Date: _____

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Sponsorship terms and conditions

1. COVID considerations: We are optimistic that we will go ahead with a live conference. If that is not possible the conference will go ahead online only. We will work with your company to convert all sponsorship opportunities to online sponsorship opportunities. If there is a difference in value, any monies over the cost of online opportunities will be refunded.
2. Please use the sponsorship application form to book your exhibition or sponsorship opportunity.
3. Upon approval of your sponsorship application we will issue an invoice.
4. Stands include one dressed table plus room for your banner. You may also request access to power and a pinboard for your stand at no extra cost.
5. Numbers at live conference and online conference are indicative only, based on past conferences.

