



2020

SPONSOR GUIDE



The 2nd Annual
Motown Experience:

Birth & Breastfeeding Conference

MAY

13TH - 15TH, 2020

Detroit, MI

www.bmbfa.org/conference



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Location: Courtyard by Marriott Downtown Detroit, 333 E. Jefferson Ave., Detroit, MI 48226
Contact info: conference@BMBFA.org, (800)313-6141

OVERVIEW

BLACK BREASTFEEDING CAUCUS ANNUAL MEETING

Wednesday Afternoon, May 13th

The mission of the Black Breastfeeding Caucus is to mobilize families, communities, and public/private institutions to create strategies, make decisions and implement action steps that result in equitable breastfeeding support for black families. The BBC Annual Meeting is a reserved space for black people to address and advocate for racial equity in breastfeeding support. The annual meeting is open to both current and potential members who self-identify as a black person with an intentional purpose of working on behalf of the community.

OPENING RECEPTION

Wednesday Evening, May 13th

The conference kicks off with a formal observance of national contributions to the field, leading field spokespersons, a celebrity ambassador, heavy hors d'oeuvres and motown sounds.

MATERNAL CHILD HEALTH IMMERSIVE BUS TOUR

Thursday Afternoon, May 14th

Enjoy a maternal child health immersion experience like never before. Participate in site visits to several of motown's traditional and non-traditional maternal child health service providers. See innovative models, tour sites and learn from program staff and participants about their birth and breastfeeding practices. Additionally, delight in a photo opp at one of Detroit's historic sites.

DINNER & NETWORK MOTOWN KARAOKE

Thursday Evening, May 14th

Motown karaoke! Come dressed ready to network, dance and sing. Motown costumes encouraged but optional.

FORMAL LEARNING SESSIONS

Friday Morning & Afternoon, May 15th

Enjoy lectures, plenaries, panels, masterclasses and workshop sessions from a diverse group of field builders and maternal-child-health experts. Get a better understanding of ways to address the specific socio-cultural needs of black families as related to birth and breastfeeding. Explore and examine leading information about the most current practices, studies, experiences and program models. Sessions focus on direct service, advocacy, research, community programs and public health. Also included is the **Red Table Talk: BMBFA Edition**.



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CALL FOR SPONSORS

DEADLINE: ~~February 21, 2020~~ **March 26, 2020**

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PLATINUM \$3500

- Prime recognition in traditional, online and social media for event promotions
- Acknowledgment on conference web page
- Acknowledgment on email invitations and updates
- 3 complimentary conference registrations with meals
- Conference scholarship for 2 participants with acknowledgment (criteria TBD by BMBFA)
- 2-page side-by-side ad in conference e-handbook
- Prime onsite recognition

GOLD \$2000

- Acknowledgement on conference web page
- 2 complimentary conference registrations with meals
- Conference scholarship for 1 participant with acknowledgement (criteria TBD by BMBFA)
- One-page ad in conference e-handbook
- Prime onsite recognition

SILVER \$1000

- Logo in conference e-handbook
- 1 complimentary conference registration with meal

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MCH BUS TOUR CHAMPION \$8500 (Only 1 Package Available)

- Platinum Patron
- EXCLUSIVE Maternal Child Health Bus Tour Champion
 - Breakfast sponsor
 - Luncheon sponsor
 - Acknowledgement and prime recognition

OPENING CEREMONY CHAMPION \$8500 (Only 1 Package Available)

- Platinum Patron
- EXCLUSIVE Opening Ceremony Champion
 - Speaker sponsor
 - Dinner sponsor
 - Acknowledgement and prime recognition

BLACK BREASTFEEDING CAUCUS \$5000 (Only 1 Package Available)

- Platinum Patron
- EXCLUSIVE Black Breastfeeding Caucus Champion
 - Luncheon sponsor
 - Acknowledgement and prime recognition



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