

# The 2025 Motown Experience: BIRTH & BREASTFEEDING CONFERENCE

September 24th - 26th



## SPONSOR GUIDE

Detroit, Michigan

✉ [conference@bmbfa.org](mailto:conference@bmbfa.org)

🔗 Register: [BMBFA.org/conference-sponsor](https://BMBFA.org/conference-sponsor)

📅 Deadline: July 31, 2025 to receive full sponsor benefits

Sponsoring Black Mothers' Breastfeeding Association's *2025 Motown Experience: Birth & Breastfeeding Conference* is an opportunity to **demonstrate your company's values**, gain **meaningful visibility**, and directly **invest in community health**.

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### 🏆 CHAMPION – \$15,000 (Exclusive)

#### MAXIMUM VISIBILITY + EXCLUSIVE PERKS

- Pre-conference Instagram Live with BMBFA
- 5-minute opening session pre-recorded video slot
- Premier recognition on website
- Premier logo placement
- Premier social media recognition
- Press release inclusion
- Logo placement on program cover
- Double-page ad in program
- Exclusive suite with lounge and refreshments for conference attendees
- All Platinum Package perks

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### 💎 PLATINUM – \$10,000

#### HIGH VISIBILITY

- Prominent recognition on website
- Prominent logo placement
- Prominent social media recognition
- Full-page ad in program

- Branded item placement in tote bags
  - 4 complimentary conference registrations (or scholarships if no employees attend)
  - Conference scholarship for 2 (selected by BMBFA)
  - Optional onsite exhibitor booth
  - \*Virtual Sponsor Center
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## ★ **GOLD – \$5,000**

### STRONG VISIBILITY

- Featured recognition on website
  - Featured logo placement
  - Featured social media recognition
  - Half-page ad in program
  - Branded item placement in tote bags
  - 2 complimentary conference registrations (or scholarships if no employees attend)
  - Conference scholarship for 1 (selected by BMBFA)
  - Optional onsite exhibitor booth
  - \*Virtual Sponsor Center
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## 🏆 **SILVER – \$3,000**

### STANDARD VISIBILITY

- Acknowledgement on website and social media
  - Logo in program
  - Branded item placement in tote bags
  - Social media mention
  - Optional onsite exhibitor booth with 2 exhibitor passes (not inclusive of conference registration)
  - \*Virtual Sponsor Center
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## **ONSITE EXHIBITOR BOOTH – \$1,500**

### ONSITE EXHIBITOR BOOTH

- One 6-foot exhibitor table with two chairs
  - Two exhibitor passes (not inclusive of conference registration)
  - Opportunity to display promotional materials and giveaways
  - Face-to-face engagement with attendees, professionals, and community members
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## **VIRTUAL EXHIBITOR CENTER – \$1,500**

### VIRTUAL EXHIBITOR CENTER

- Virtual center
  - Capture attendee leads
  - Boost traffic with contests
  - Host virtual 1-on-1 meetings
  - Increase visibility and engagement
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## **KINDRED - Purchase 2 conference registrations and/or scholarships**

*RESERVED FOR SMALL BLACK WOMEN-OWNED BUSINESSES*

- Logo in program
- OR
- Branded item placement in tote bag
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\*Virtual Sponsor Center: The Sponsor Center is designed to enhance brand awareness for sponsor companies. Sponsor banners are displayed throughout the Whova mobile and web platforms, with visibility and placement determined by the sponsorship tier. Sponsors also gain access to direct messaging, outreach tools, and 1-on-1 meeting features to increase engagement with attendees.

\*\*Virtual Exhibitor Center focuses on helping exhibitors generate qualified leads and drive virtual booth traffic. Exhibitors can collect attendee information when users interact with their offerings. Gamification features like the Passport Contest and 1-on-1 Meetings are available to further increase engagement and visibility.

To sponsor or learn more, visit **BMBFA.org/conference-sponsor** or contact **conference@bmbfa.org**. We look forward to partnering with you for this powerful and inspiring event!

### **Disclaimer**

\*Sponsor/Exhibitor Policy – By choosing to become a sponsor/exhibitor, you agree to the following sponsor and exhibitor policy: This policy applies to all promotional activity related in any way to the BMBFA, including but not limited to seminars/conferences, summits, displays and program advertising. BMBFA will not accept any advertisement for human milk substitutes. Advertisements will not be accepted from any company/organization that produces human milk substitutes. Acceptance of a sponsorship, advertisement or exhibit does not constitute BMBFA's endorsement of the company/organization, its product, or service. If a sponsor or exhibitor is found to be in violation of these policies, the relationship between BMBFA and the sponsor or exhibitor will be terminated immediately. In addition, the said sponsor or exhibitor shall remain responsible for all unpaid fees, costs, or expenses incurred in connection with the said sponsor's or exhibitor's related promotional activities and shall forfeit all claims to fees paid to any in connection with all such promotional activities. BMBFA in its sole discretion will determine if the said sponsor or exhibitor is in violation of this policy.

### **Sponsor/Exhibitor Ticket Cancellation Policy:**

Please note that all purchases of sponsor tickets are non-refundable and cancellations are not accepted. By completing your ticket purchase, you acknowledge and agree to this policy.