

2022



Colorado Lactation

CONFERENCE

Trust, Nourish, Thrive

September 20, 2022



The 6<sup>th</sup> Biannual Virtual Conference Presented by:  
The Colorado Breastfeeding Coalition & La Leche League of Mountain Plains



# Conference History

- Since 2012, the Colorado Breastfeeding Coalition and La Leche of Mountain Plains have joined efforts to host a biannual conference.
- The conference audience is geared toward lactation and health care professionals, as well as community organizations and individuals working with Colorado families.
- Volunteer-run and inspired by the needs of our local communities, the Colorado Lactation Conference has become a tradition and “must-attend” event for professionals in child health and early childhood education.
- Each conference brings in approximately 250-500 attendees.

# Conference Goals

1. Create opportunities for connection and networking for individuals across the state of Colorado and neighboring states.
2. Offer exciting and relevant continuing education opportunities to help align and increase breastfeeding support and promotion.
3. Generate funds to support community projects across the state.\*

## \*Conference Proceeds

All proceeds from the biannual conference support the annual Colorado Lactation Supportive Grant Funding program operated by the Colorado Breastfeeding Coalition.

Annually, ~ \$8,000 returns to the community to fund lactation supportive community projects and advanced lactation training for individuals.

# Sponsorship Opportunities

The Colorado Lactation Conference

provides the perfect venue to promote your organization to an audience that is passionate about supporting Colorado families and eager to learn about new opportunities and products available in the market today.

# WHO Code Compliance

The Colorado Lactation Conference requires all sponsors, and all sponsor provided content/materials shared during conference, to comply with the World Health Organization (WHO) International Code of Marketing of Breast Milk Substitutes.

COBFC must approve all sponsors prior to acceptance.

# Presenting Level Sponsorship

## \$500

- Session announcement – 2 min ad, thank you, web address with contact info
- Presenting sponsor virtual ad/logo – to be shown throughout the day
- Paragraph of information in email blast – pre and post event + multiple social media\* postings (\*Facebook; content must be provided by the sponsor – subject to pre-approval)
- Logo placement and details on conference website – stays for at least one year
- Swag bag insert (optional; must be provided by sponsor)

# Gold Level Sponsorship

**\$250**

- Thank you announcement + slide shown throughout the day – info, contact, website, logo
- Paragraph of information in email blast – pre and post event + 4 social media\* postings (\*Facebook; content must be provided by the sponsor – subject to pre-approval)
- Logo placement and details on conference website – stays for at least one year
- Swag bag insert (optional; must be provided by sponsor)



# Silver Level Sponsorship

**\$150**

- Thank you announcement at beginning of the event – info, contact, website, logo
- Paragraph of information in email blast – pre and post event + 2 social media\* postings (\*Facebook; content must be provided by the sponsor – subject to pre-approval)
- Logo placement and details on conference website – stays for at least one year

# Bronze Level Sponsorship

## Reserved for Nonprofit 501c3 Organizations - \$75

- Thank you announcement at beginning of the event – info, contact, website, logo
- 1 social media\* posting (\*Facebook; content must be provided by the sponsor)
- Logo placement and details on conference website – stays for at least one year

## Available Sessions to Sponsor:

- Entire event (mentioned at every break throughout the day)
- Coffee talk (start of event); Mid-morning break; Lunch break; Afternoon break

# Unpackaged Sponsorship

**\$200**

Pick a session and your organization is featured throughout that time slot!

- Thank you announcement at beginning of the session – info, contact, website, logo
- 1 social media\* posting (\*Facebook; content must be provided by the sponsor)
- Logo placement and details on conference website for the session

## **Available Sessions to Sponsor:**

Coffee talk (start of event); Mid-morning; Lunch; Afternoon Breakouts; Networking (after event)

# Package Add-Ons

## **Swag Bag/Promotional Item - \$50**

- Your item must fit flat in an 8.5 x 11 inch mailing envelope.
- Electronic items can be shared with participants prior to, during and after the event.

## **Lactation Conference Ticket Scholarship Donation - \$50 minimum**

- Sponsor an individual in need in Colorado to attend the conference for free!
- Your donation will be shared at the event, on an email notice to all participants, and on social media!

# Secure your sponsorship today!

Please complete the sponsorship application online:

[COLactationConference.com/become-a-sponsor-exhibitor/](https://COLactationConference.com/become-a-sponsor-exhibitor/)

Limited sponsorship spots are available!

For questions or more information, please contact us – [info@cobfc.org](mailto:info@cobfc.org)

## THANK YOU!