



Saturday, August 3rd, 2024 10:00am – 2:00pm Central Park Denver, Colorado

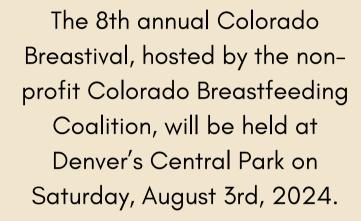
# **2024 SPONSORSHIP DECK**

**CONTACTS:** 

Katie Halverstadt, COBFC Chair info@cobfc.org Betsy Cummings, Event Planner event@cobfc.org

# **EVENT OVERVIEW**







The Breastival is a unique event in Denver that brings together communities, support systems, resources, food, and fun for the whole family.



This free event has over 45 vendors, multiple premier sponsors, food trucks, and a plethora of kids activities. It attracts over 1000 people from the community.

# **BREASTIVAL DETAILS**



**CENTRAL PARK** 

Central Park, situated in the heart of Denver, provides ample event space, playgrounds, and an expansive grassy area for our all of our tent vendors. Its spacious location accommodates all the food trucks, splash pad, bounce house, and other fun activities the festival has to offer!



### **VENDORS**

Over 45 participating target audience focused vendors!



### **FOOD TRUCKS**

Multiple food & beverage offerings for our families



For more information on becoming a 2023 Breastival Vendor, please visit www.cobreastival.com



### **ACTIVITIES**

Bounce House, signing class, yoga, face painter, balloon artist, henna, DJ, music class and more! All FREE!

# MARKETING & AUDIENCE







3

**AUDIENCE** 

38,000+ TOTAL MARKETING IMPRESSIONS

900+ RSVP'S PRIOR TO EVENT DAY

3,700 FACEBOOK PAGE VIEWS

OVER 1000 ATTENDED THE 2022 BREASTIVAL

25 - 44 AVERAGE AGE OF ADULT ATTENDEES

80% / 20% WOMEN / MEN

# SPONSORSHIP LEVELS

### **Organization / Corporation**

(Annual Support)

# **PINE** \$1000

- Four customized social media posts
- Logo placement at all Membership meetings
- Logo placement on the COBFC website
- Ad at Biannual Lactation conference

### SPRUCE \$2500

- Six customized social media posts
- Logo at all Membership meetings
- Logo placement on the COBFC website
- Ad at Biannual Lactation Conference
- Vendor Booth at the Breastival

# **ASPEN**

\$5000

- Six customized social media posts
- Logo at all Membership meetings
- Logo placement on the COBFC website
- Ad during Educational Webinars
- Ad at Biannual Lactation Conference
- Logo on swag bag at the Conference & Breastival
- Vendor Booth at Breastival
- Breastival Education Session/ Product test out

**Please note that:** The COBFC does not accept donations or other resources from entities in violation of The International Code of Marketing of Breast-milk Substitutes and/or subsequent World Health Assembly resolutions.



# **SPONSORSHIP LEVELS**

### **Breastival 2024**

(Event Support 8/3/24)

VIRTUAL \$100

- Three customized social media posts to COBFC IG & FB
- Included in sponsor email blast with company contact and bio

**SILVER** 

\$300

- One customized social media posts to COBFC IG & FB
- Silver Vendor Placement at the 2024 Breastival
- Included in sponsor email blast with company contact and bio

**GOLD** 

\$600

- Three customized social media posts to COBFC IG & FB
- Gold Vendor Placement at 2024 Breastival
- Included in sponsor email blast with company contact and bio

### PRESENTING SPONSORSHIP

Starting at \$1500

- Four customized social media posts to COBFC IG & FB
- Presenting Vendor Placement at 2024 Breastival
- Breastival Education Session/ Product test out
- Logo placement on signage and communication
- Included in sponsor email blast with company contact and bio

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# **OUR WHY**

# TO EDUCATE, ADVOCATE AND COLLABORATE TO REDUCE BARRIERS AND SUPPORT ALL FAMILIES TO ACHIEVE THEIR BREASTFEEDING GOALS



Kindly contemplate sponsoring the Colorado Breastfeeding Coalition, a non-profit organization certified as a 501 c3. The COBEC relies on the financial assistance of organizations and individuals to accomplish its mission of promoting collaborative endeavors for policies and practices that foster a supportive environment for human milk feeding throughout Colorado. In recent years, we have awarded over \$50,000 in scholarships to support BIPOC Lactation education, community breastfeeding peer counselors, and workplace accommodations.

# **THANK YOU!!**