

# Colorado Breastfeeding Coalition **BREASTIVAL**



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

## **2024 SPONSORSHIP DECK**

### **CONTACTS:**

Katie Halverstadt, COBFC Chair  
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Betsy Cummings, Event Planner  
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# EVENT OVERVIEW



The 8th annual Colorado Breastival, hosted by the non-profit Colorado Breastfeeding Coalition, will be held at Denver's Central Park on Saturday, August 3rd, 2024.



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 to choose from!



## ACTIVITIES

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

For more information on becoming a 2023 Breastival Vendor, please visit [www.cobreastival.com](http://www.cobreastival.com)



# MARKETING & AUDIENCE



## MARKETING

**38,000+  
TOTAL MARKETING  
IMPRESSIONS**

**900+  
RSVP'S PRIOR TO EVENT DAY**

**3,700  
FACEBOOK PAGE VIEWS**



## AUDIENCE

**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 COBFC 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!!