Sponsorship
Exhibitor
Donor
Information

La Leche League of Texas Conference
March 27-29, 2020
Dear Potential Sponsor and/or Exhibitor:

The 2020 La Leche League of Texas Conference – Breastfeeding: Growing Communities is being held March 27-29, 2020 at the Westin Memorial City in Houston, TX and it is our great pleasure to offer you the opportunity to become a sponsor and/or exhibitor!

Within this packet, we offer several ways to reach 2020 La Leche League of Texas Conference attendees via sponsorship and marketing opportunities. Providing support for our Conference is a gateway to a wide network of public health professionals, healthcare providers in maternity and general health care, and human milk feeding advocates that share your commitment to improving breastfeeding support for families and babies in our area and beyond.

As a volunteer-run, non-profit organization, the support you provide through donations and sponsorship keeps the 2020 La Leche League of Texas Conference accessible to all interested in attending and lowers financial barriers of attendance. Our goal is to offer a wide range of options for sponsorship or exhibition so that we can give high visibility of your brand to our diverse audience.

Past La Leche League of Texas Conferences held in Houston have drawn hundreds of attendees, including lactation consultants, WIC counselors, hospital administrators and health care providers including nurses, pediatricians, pediatric dentists, OBs, midwives, speech language pathologists, pediatric ENTs, and peer breastfeeding supporters—any and all pursuing lactation education, research and tools for keeping with modern policies and practices to increase exclusive breastfeeding rates. Additionally, we anticipate participation from community-based organizations including WIC, statewide La Leche League group Leaders and Members, and local breastfeeding coalitions comprised of professionals and community-based breastfeeding advocates.

All will benefit from an incredible opportunity to network and share knowledge, to learn about recent research and to reinforce current best practices. The theme of this conference is “Breastfeeding: Growing Communities”, a reference to the opportunities abundant in this upcoming event to interact across professional discipline lines and labels to improve our collective efforts to support human milk feeding!

La Leche League of Texas is a 501(c)(3) non-profit volunteer-led entity composed of accredited Leaders that provide free support in person and online for the duration of their human milk feeding journey from pregnancy to weaning. Our mission is to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

Enclosed within this packet are sponsorship, exhibitor, and marketing opportunities. Please reserve your spot now as space is limited. For more information on how to participate, please contact: sponsorship@texaslll.org. We look forward to discussing this exciting opportunity with you!

Carie Dietz
La Leche League of Texas
Area Network Co-coordinator of Events
carie@texaslll.org

Jenna Sundquist
La Leche League of Texas
Area Network Co-coordinator of Events
jenna@texaslll.org
## Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
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<tr>
<td>Key-Note Speaker presented by sponsoring organization (Limited to 1 organization)</td>
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<tr>
<td>Registration lanyard – organization logo listed (Limited to 1 organization)</td>
<td></td>
<td>★</td>
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<tr>
<td>Registration water bottle – organization logo listed (Limited to 1 organization)</td>
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<td></td>
<td>★</td>
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<td></td>
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<tr>
<td>Registration bag – organization logo listed (Limited to 3 organizations)</td>
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<td></td>
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<td>★</td>
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<td></td>
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<tr>
<td>Organization logo listed on registration brochure and website</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Logo of organization on LLL of Texas website for ___ month(s)</td>
<td>12</td>
<td>12</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert of samples and/or fliers in registration bags</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Complimentary registration for ___ people</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Program ad space</td>
<td>Full page</td>
<td>Full page</td>
<td>Half page</td>
<td>Half page</td>
<td>¼ page</td>
<td>Business card</td>
<td></td>
</tr>
<tr>
<td>Exhibitor space</td>
<td>Premium space 2 tables</td>
<td>Premium space 1 table</td>
<td>1 table</td>
<td>1 table</td>
<td>1 table</td>
<td>1 table</td>
<td>1 table</td>
</tr>
<tr>
<td>Name and contact information listed in the program</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

La Leche League of Texas (Texas Area Network/TXAN) does not accept sponsorships, advertisements, exhibits, or donations from entities in violation of The International Code of Marketing of Breast-milk Substitutes (the “Code”) and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, TXAN reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.
Program Advertisements

$200—Full Page
$100—Half Page
$50—Quarter Page

Materials are due to La Leche League of Texas by Friday, February 7, 2020
Email your digital ad file to programs@texaslll.org

Submission Guidelines:
Format:  
• High resolution JPG accepted.
• Ads must be complete and sized at 100%
Image:  
• Resolution must be at least 300#dpi.
• Embed all fonts and graphics when creating the JPG files.
Trim Size:  
• 8 ½” x 11”
Color:  
• Any color must be in high-res RGB format.

Other Marketing Opportunities

$100  Promotional Item in Tote Bag: The item could be a full-page flyer, post card, pen, etc.

$500  Leader Social on March 28: Signage with the company logo.

$2,000  Continental Breakfast for one day: Signage with the company logo.

In-Kind  Silent Auction Donation: Your company can gain further exposure of your product by participating in the La Leche League of Texas Silent Auction. Items will be on display throughout the conference. This is a popular and fun event for attendees as well as a great way to support our organization. Please consider donating items valued at $100 or more and join in on the fun of bidding. Please complete the form on page 7. Please bring your item to the venue on Thursday, March 26, 2020 by 5pm or mail by March 12 to Jenna Sundquist at 12927 Picket Hills Ln Humble, Tx 77346

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General Rules and Regulations
The following contract conditions, rules, and regulations are part of the La Leche League of Texas Conference Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit booth, or creation of your advertisement or sponsorship materials.

Application/Contract and Payment of Fees
Rates are as listed in the Application and Contract. Applications will neither be processed nor space assigned or confirmed without the required payments and signatures. All applications must be accompanied by payment of the total charges. La Leche League of Texas retains the option of returning funds.

Cancellation
Cancellations must be directed in writing to La Leche League of Texas, Sponsorship coordinator at sponsorship@texaslll.org. Refunds, less an administrative fee of $100 or 10% of fees (whichever is greater), will be made at La Leche League of Texas’ discretion, but no refund will be given for any cancellation made after March 15, 2020. In case of fire, the elements, or any other causes beyond management’s control that prevent the holding of the conference, this contract will not be binding.

Assignment of Space/Opportunities
All space will be assigned and opportunities awarded on a first-come, first-served basis. Diamond and Platinum sponsors will receive preferential placement. Every effort will be made to accommodate requests. La Leche League of Texas reserves the right to make such changes to the exhibit hall floor plan as may be deemed necessary.

Selection of Sponsors/Exhibitors
La Leche League of Texas does not accept sponsorships, advertisements, exhibits, or donations from entities in violation of The International Code of Marketing of Breast-milk Substitutes (the “Code”) and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, La Leche League of Texas reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct. Sponsors, exhibitors, and donors will be notified of acceptance and receive additional information about set up in follow up emails.

Approval Required for All Materials
La Leche League of Texas reserves the right to require exhibitors/ sponsors to remove any display item(s) or literature that are not in alignment with the Code.

Acceptance of exhibit/sponsorship does not constitute endorsement of the products, services, or mission of the exhibitor/ sponsor by La Leche League of Texas or its member organizations. Exhibitor/ sponsor organizations cannot use the La Leche League of Texas name without express written permission from La Leche League of Texas.
# Payment Options

## CREDIT CARD PAYMENT
- Pay by credit card
  - Complete the online application at this link [https://form.jotform.com/90876601312151](https://form.jotform.com/90876601312151)
  - Make credit card payment at the end of the online application process.

## CHECK PAYMENT
- Pay by check
  - Complete the online application here and follow the payment process. You may also complete a paper application and mail with your check.
  - Make check payable to **La Leche League of Texas**
  - Submit payment and application to:
    La Leche League of Texas  
    Jenna Sundquist  
    12927 Picket Hills Ln  
    Humble, Texas 77346

## INVOICE PAYMENT
- Pay by invoice
  - Complete the online application here and follow the payment process. You may also complete a paper application and email to [sponsorship@texasll.org](mailto:sponsorship@texasll.org)
  - To request an invoice, please email [sponsorship@texasll.org](mailto:sponsorship@texasll.org) the following message:
    I need an invoice sent to the following contact and address, company name, and desired donation level
# Sponsor/Exhibitor and Marketing Application

## Sponsor/Exhibitor/Marketing Contact

<table>
<thead>
<tr>
<th>Company/Organization Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Last Name</strong></td>
</tr>
<tr>
<td><strong>Address</strong></td>
</tr>
<tr>
<td><strong>Zip Code</strong></td>
</tr>
<tr>
<td><strong>Email</strong></td>
</tr>
</tbody>
</table>

## Sponsorship – please select the level of sponsorship

- $10,000 Diamond
- $5,000 Platinum
- $3,500 Gold
- $2,500 Silver
- $1,000 Bronze

## Exhibitor – please select the appropriate exhibitor space level

- Friend
  - $500
  - $200 (non-profit)
- Exhibitor
  - $250
  - $100 (non-profit)

## Marketing in Conference Program – select any that apply

- $200 Full page
- $100 Half page
- $50 Quarter page

## Other Marketing Opportunities – select any that apply

- $2,000 Continental Breakfast Saturday
- $500 Leader Social Sponsor
- $100 Promotional items in tote bags
- In Kind Silent Auction Donation (Please complete separate form on page)

## Contract Terms

Application to exhibit/sponsor this___ day of __________ 20___ by and between hereinafter called “Exhibitor/Sponsor” and La Leche League of Texas. In accordance with the following terms, conditions, and regulations governing exhibitors and sponsors of the conference of La Leche League of Texas at The Westin Houston, Memorial City, Texas, March 27-March 29, 2020 the undersigned hereby makes application for exhibit space/sponsorship/marketing which, when accepted by La Leche League of Texas, becomes a contract. Terms and conditions in the Sponsor and Exhibitors Opportunities Packet are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by La Leche League of Texas, The Westin Houston, Memorial City or state of Texas. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due La Leche League of Texas under terms of this agreement.

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
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</table>

La Leche League of Texas Conference 2020
# Silent Auction Donation Form

## DONOR INFORMATION

<table>
<thead>
<tr>
<th>Company/Organization Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Donor Name</td>
<td></td>
</tr>
<tr>
<td>Who should we contact regarding this donation? Acknowledgment letters will also be sent to this person. Name and Title</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>City, State</td>
</tr>
<tr>
<td>Zip Code</td>
<td>Phone Number</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

## ITEM DESCRIPTION

<table>
<thead>
<tr>
<th>Donated Item</th>
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</thead>
<tbody>
<tr>
<td>Estimate Value of</td>
<td>What is the expiration date to use/redeem this prize?</td>
</tr>
<tr>
<td>How does the winner redeem this item?</td>
<td></td>
</tr>
<tr>
<td>Detailed item description of 50-100 words</td>
<td></td>
</tr>
</tbody>
</table>

Signature ____________________________ Date ______________

La Leche League of Texas Conference 2020