



2020 Black Breastfeeding Week Sponsor Guide

August 25-31

REVIVE. RESTORE. RECLAIM!

About Black Breastfeeding Week

BBW was created in 2013 by 3 national breastfeeding advocates in response to 40+ years of a gaping racial disparity in breastfeeding rates. Since then, BBW has been celebrated throughout the nation with over 800 community events, 10+ million social media impressions, and \$5000+ distributed in community grants and prizes and featured in national media outlets including nationally syndicated Tom Joyner Morning Show, Ebony Magazine, and The Huffington Post, among others. Black Breastfeeding Week is the sole health campaign with an explicit national focus with online and local impact on Black maternal and infant health through breastfeeding.

Special Note on COVID-19

Changes in perinatal care due to COVID-19 are magnifying the effects of pre-existing barriers to breastfeeding. Prior to this pandemic, 2015 CDC data show that 84.3% of white babies have ever been breastfed versus 66.3% of black babies. While breastfeeding rates are increasing, data trends show that the racial disparity gap is not closing and in many instances that gap is widening. COVID-19 has tragically exposed the unfortunate impact of racial inequities in health for black communities. These inequities have led to black communities being disproportionately impacted by the virus, resulting in a lagging recovery or even death and the familial disruptions accompanied by major illness and loss. Furthermore, COVID-19 has forced the disruption or discontinuation of evidence-based interventions for black breastfeeding support, including those recommended in the Surgeon General's Call To Action, such as peer-led support and community-based interventions. Studies show that breastfeeding is the first preventative medicine. Breastfeeding is also the safest and most reliable form of infant feeding during a crisis. This pandemic is devastating black communities, leaving community organizations stretched for both human and economic resources. The burden of providing breastfeeding education, promotion and lactation is necessarily shifting to online spaces through groups as well as healthcare providers. More now than ever before, it is critical that black communities be equipped with the tools needed to repair the harms to breastfeeding norms among black families, regain momentum in reducing racial disparities and to, ultimately, meet the goals of Healthy People 2020; 81.9% breastfeeding initiation and 60.6% duration at 6 months.

Benefits of Sponsorship

- **Brand Enhancement:** Company logos and thank-you messaging will be included in National BBW materials, including websites and social media posts.
- **Advance Racial Equity:** Support black women-led organizations.
- **Community Benefit:** Your participation and support directly impacts the wellness of our families, our communities, and the future of humanity around the world. Portions of funds received will be used to distribute mini-grants to community orgs participating in BBW.

Sponsorship Overview

Benefit	In-Kind Sponsor (Valued at or above \$1000)	Supporter \$2,000-\$4,999	Patron \$5,000	Champion Over \$5,000
Product distribution supported	X	X	X	X
Logo on BBW Web Page	X	X	X	X
Social media recognition multiple times throughout the week		X	X	X
Verbal recognition & shoutouts prior to BBW COVID-19 Series		X	X	X
Verbal recognition & shoutouts prior to BBW Race & Liberation Series		X	X	X
Included in press release			X	X
Ad shared on social media			X	X
Support running a matching donor campaign				X

Sponsorship Guidelines

Please contact Kiddada Green at KiddadaG@BMBFA.org for details on how to provide sponsorship funds in advance of the event. Sponsor funds are unrestricted and can be used to support the event in any way the event organizers see fit.



2020 BBW Sponsor Commitment Registration Form

Name: _____ Title: _____
Organization: _____
Address: _____ City, State, Zip: _____
Phone: _____ Email: _____
Org Purpose: _____
Special requests: _____
Sponsorship Level: _____ Amount: _____

Submission of payment confirms that you agree to BMBFA's Sponsor/Exhibitor Policy. No refunds. Non-transferable.

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 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. At no time are fees refundable or transferable.