

Corporate Sponsorship
2009 Benefits Package



2nd Annual Fundraising Dinner & Auction

"Healthy Babies, Healthy Planet"

Saturday, September 12, 2009

Hyatt Regency La Jolla

Benefiting the
San Diego County Breastfeeding Coalition



San Diego County Breastfeeding Coalition
c/o Rady Children's Hospital-San Diego
3020 Children's Way, MC 5073
San Diego, CA 92123-4282

If you turn on the television today you will likely be hit with a barrage of bad news. Our country is struggling with a serious financial crisis. We can no longer deny global warming. Childhood obesity and diabetes rates are at record high levels. If I told you there was one thing that would have a positive impact on all of these issues and didn't cost a cent would you be interested? Well there is something. It's breastfeeding. As a company you may be wondering why this is important to you. Here are a few facts that may answer that question:

- Breastfeeding leaves no carbon footprint, fills no landfills and requires no fossil fuels.
- Breastfed babies are healthier thereby reducing health care costs to individuals, businesses and government.
- Supporting mother's choice to breastfeed increases job satisfaction and reduces employee turnover and costs related to hiring and training new staff.
- The need to return to an unsupportive work environment prevents many mothers from being able to breastfeed their infants.
- If all California infants were formula-fed, the cost of formula alone would exceed \$930 million per year.
- Breastfeeding is one of the most effective ways to ensure child health and survival.
- A lack of exclusive breastfeeding during the first six months of life contributes to over *a million avoidable child deaths globally each year.*

The San Diego County Breastfeeding Coalition (SDCBC) is a non-profit association consisting of healthcare professionals formed in 1994 to promote and support breastfeeding through education and outreach to the San Diego community. The SDCBC provides timely and accurate breastfeeding information to healthcare professionals through conferences and trainings, educational materials and other outreach efforts. We offer our services to hospitals, medical offices (pediatric, family practice and OB offices), county health departments, WIC sites and other organizations and individuals that provide lactation services.

There are many different opportunities for you to support breastfeeding and the valuable outreach efforts that the SDCBC provides. Enclosed is a list of detailed sponsorship opportunities for you to get involved. Sponsorship options can also be tailored to meet the specific requests of your company.

On behalf of SDCBC and the mothers & babies we represent, thank you in advance for your support.

Eyla G. Boies, MD
Eyla G. Boies, MD, FAAP, FABM
President, SDCBC
Clinical Professor of Pediatrics
UCSD School of Medicine

Christa Asaro
Event Chair
SDCBC Board Member



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San Diego County Breastfeeding Coalition
is proud to announce the



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"Healthy Babies, Healthy Planet"

Saturday, September 12, 2009

6:00 p.m. – 10:00 p.m.

Hyatt Regency La Jolla

3777 La Jolla Village Drive

La Jolla, California

Ticket price: \$125 per person

Underwriting and Corporate seating available

A fundraising evening benefiting
San Diego County Breastfeeding Coalition
www.breastfeeding.org





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"Healthy Babies, Healthy Planet"

Partnership Levels & Benefits

Partnership Levels & Benefits	24 Carat \$5,000	22 Carat \$2,500	18 Carat \$1,500	14 Carat \$1,000	10 Carat \$500
Recognition on 500 Gala Invitations Deadline: 7/15/09	Company Logo	Company Logo	Company Logo	Name Listing	Name Listing
Complimentary Ad in up to 200 Gala Programs Deadline 8/31/09	Full Page B&W	1/2 Page B&W	1/4 Page B&W	Name Listing	Name Listing
Recognition in up to 200 Gala Programs Deadline 8/31/09	Company Logo	Company Logo	Company Logo	Name Listing	Name Listing
Recognition on SDCBC Home Page	Logo w/website link	Logo w/website link	Name Listing w/website link	Name Listing with website link	Name Listing with website link
Recognition on SDCBC Website Sponsor Page	Company Logo with website link	Company Logo with website link	Company Logo with website link	Name Listing w/website link	Name Listing w/ website link
Complimentary Gala Seating: Includes hors d'oeuvres, fine wines, gourmet food and entertainment for the evening. (\$125 face value)	Two partner table of ten (20 tickets)	One partner table of 10 (10 tickets)	Tickets for six (6) gala guests	Tickets for four (4) gala guests	Tickets for two (2) gala guests
Valet Parking	Included (10 tickets)	Included (5 tickets)	Included (3 tickets)	Included (2 tickets)	Included (1 ticket)
Complimentary Signage at Gala	One (1) poster with Company Logo	Company logo on Partner Signage	Company logo on Partner Signage	Company Name on Partner Signage	Company Name on Partner Signage

Additional sponsorship opportunities:

Photography Sponsor - \$250

DJ/Music - \$400

Table Décor - \$450

Printing - \$1,250

Attendee Demographics:

30% - Physicians

40% - Lactation Consultants, Nurses, Doulas

30% - Businesses, community supporters, mothers & families



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Your support makes a difference to . . .



Families

Born premature at 23 5/7 weeks gestation, Logan weighed only 1 lb. 4 oz. and, like most preemies, Logan had immature lungs. In the short ten-weeks since he was born he had already endured two surgeries. Thankfully through the healthy breast milk he's receiving he has almost tripled his birth weight.

"Expressing breast milk and breastfeeding are things that only I, as mom, can do for Logan. The doctors and nurses are providing all of his care, but I can

prevent infection and give him the best nutrition with my milk. Pumping is hard, challenging, but I know my milk is the best thing for him."

Logan's Mom

"I am so proud of my wife for all her efforts in providing milk for Logan. I can't provide the milk, but I can support her." Logan's Dad

Businesses

The San Diego County Breastfeeding Coalition encourages and rewards local businesses for supporting their breastfeeding employees.

A Robert Cromeans Salon provides onsite daycare at no cost to employees, along with a clean and comfortable place for mothers to express and store milk. Mothers are given the freedom to regulate their schedules to allow for adequate time to pump milk or breastfeed.

"We believe it is imperative that mothers return to workplaces that offer them the opportunity to continue to provide breastmilk for their babies," Dr. Nancy Wight said. *"More employers than ever before are recognizing what research has shown—mothers who work and breastfeed miss less time from work due to illnesses of their children."*



Healthcare Professionals

The San Diego County Breastfeeding Coalition educates healthcare professionals and the public so that breastfeeding and breastfeeding families are supported throughout the County. Information provided on our website and through conferences and seminars enables women to continue breastfeeding for as long as they wish.



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About the San Diego County Breastfeeding Coalition

Of the approximately 45,000 infants born each year in San Diego County, 89% have the opportunity to breastfeed in the hospital, but far fewer (less than 20 percent) receive any breast milk by six months of age. The American Academy of Pediatrics, the American College of Obstetricians and Gynecologists, the American Dietetic Association, the U.S. Surgeon General, WHO/UNICEF, and many other organizations recognize, and are actively promoting, breast milk as the optimum food for infants. In 1997 the California Department of Health Services published "Breastfeeding: Investing in California's Future" to support and guide breastfeeding efforts in the state. A 2007 updated report and recommendations from the State was recently released. The San Diego community has also made the promotion and support of breastfeeding a priority, and an important component in the fight against childhood and adult obesity.

In response to the documented benefits of breastfeeding for the infant, the mother, the family and society as a whole, a group of concerned individuals and organizations, both private and public, formed the San Diego County Breastfeeding Coalition (SDCBC) as a non-profit 501(c)3 association whose mission is to promote and support breastfeeding through education and outreach in the community. Since the inception of SDCBC in May 1994:

- Over 400,000 free Breastfeeding Resource Guides in English and Spanish have been distributed to help families obtain needed breastfeeding resources and support.
- The Coalition continues to sponsor healthcare professional breastfeeding education programs
- SDCBC sponsored a county-wide billboard campaign with the slogan "GOOD HEALTH BEGINS WITH BREASTFEEDING" in English and Spanish.
- Brochures for employers and employees on working and breastfeeding were developed jointly by the Coalition, the March of Dimes and Rady Children's Hospital-San Diego.
- An interactive CD, "*Breastfeeding & The Bottom Line*" was developed for human resource managers and employers.
- The Coalition presents an annual award to honor San Diego County businesses with breastfeeding-friendly policies and programs for their employees, and established a window-sticker program ("Breastfeeding Welcome Here") to encourage patronage of breastfeeding-friendly establishments.
- Over 200 breastfeeding books, in English and Spanish, have been donated to San Diego County libraries.
- World Breastfeeding Week (August 1-7 each year) has been celebrated with various interviews, media events, and educational and public relations efforts.
- The coalition maintains informational displays at many community events and educational conferences.
- Our web site, www.breastfeeding.org, continues to be visited frequently as a resource for both the public and healthcare professionals.
- Dedicated community volunteers generously contribute their time to perform all SDCBC activities.

Breastfeeding is cost-effective, preventive medicine and should be the norm in our population. The SDCBC depends entirely on memberships, conference proceeds, small grants and donations to fund our activities.

We can be reached at:

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3020 Children's Way, MC 5073
San Diego, CA 92123-4282
Tel: 858.939.4180
Toll Free: 800.371.MILK
Fax: 858.547.4972
info@breastfeeding.org
www.breastfeeding.org