NI Positive Birth Conference

Promoting positive birth experiences for all

Sponsorship Package 2018

Our Mission

We believe that every woman deserves to have the best opportunity for a straightforward and positive birth experience regardless of her method of delivery. Our conference aims to educate, raise awareness of and promote positive birthing in Northern Ireland and to provide opportunities for women and their supporters to become active players in developing not only their own birth plans, but the wider range of services available in our health service and private sectors.

This event is being co-ordinated by ALC Events, an event management company with a passion for events that promote wellbeing in the community and bring together key stakeholders to collaborate and improve service in Northern Ireland.

The Conference

The NI Positive Birth Conference is a one-day event bringing together parents, parents-to-be, healthcare professionals, private sector companies and voluntary/community services to explore positive birth and how we can support families as they make the biggest transition in their lives, becoming parents.

We want out attendees to gain community with other parents and professionals to share their knowledge and experiences. We want to provide education on to help our attendees either have the most positive birth experience, or to support parents to have the most positive birth experience possible. We accomplish this by having a line up of speakers ranging from sector experts to parents with lived experience.

Who will attend? (250 attendees)

- Parents
- Parents-to-be
- Healthcare professionals in the field of obstetrics, gynaecology and midwifery
- Private sector organisations providing products and services to new families
- Voluntary and community organisations supporting new mothers
- Stakeholders on Maternity Services Liaison Committees
- Public health officials
- Civil Servants
- Local politicians
- Press

As well as our main conference, we will have an exhibition space where exhibitors can display information to attendees. We will also have several demonstrations on the day.

What's in it for you?

Access to parents and parents-to-be. This is an excellent opportunity to reach out to new and expecting parents, a very targeted demographic. This type of parent will always be looking for products and services to ease the transition to parenthood.

Reach a province-wide audience with repeated impressions. Your company logo will be promoted on our event website, our corresponding Facebook page, the Facebook pages of several groups and associations related to positive birthing and in promotional materials like our delegate brochure.

Show your company's dedication to supporting new families to get the best start.

	Platinum Sponsor (1 available - £1500)	Gold Sponsor (2 available - £1000 each)	Silver Sponsor (4 available - £500 each)	Bronze Sponsor (6 available - £250 each)	Award Sponsor (7 available - £200 each)	Exhibitor Stand (20 available - £75 each)
Press Releases	Mention in all press releases regarding the event	Mention in all press releases regarding the event				
Website Logo Placement	Top of the sponsor list	2nd row in sponsor list	3rd row in sponsor list – large logo	Latter part of sponsor list – medium logo	Towards the end of sponsor list – medium logo	Bottom tier of sponsor list
Printed Materials	Front page/cover logo plus 1st tier of sponsor panel. Full page spread in delegate brochure	Front page/cover logo plus 1st tier sponsor panel Half page spread in delegate brochure	3rd row in sponsor list – large logo Quarter page advertisement in delegate brochure	Latter part of sponsor list – medium logo	Logo next to corresponding award in delegate brochure awards pages	Bottom tier of sponsor list
Promotion During Conference	Individual sign at check in table (to	Individual sign at check in desk (to	Logo on screen during	Logo on screen during	Logo on screen during award presentation	

	be provided by sponsor) Free exhibition space. Sponsor logo on screen at key intervals	be provided by the sponsor) Sponsor logo on screen at key intervals.	sponsorship thank you slides	sponsorship thank you slides		
Social Media Marketing	Status update on NI Positive Birth Conference page and ALC Events page. Status update on NI Positive Birth Conference Twitter feed and ALC Events Twitter feed Guest blog post on all social media sites mentioned above	Status update on NI Positive Birth Conference page and ALC Events page. Status update on NI Positive Birth Conference Twitter feed and ALC Events Twitter feed Guest blog post on all social media sites mentioned above	Status update on NI Positive Birth Conference page and ALC Events page. Status update on NI Positive Birth Conference Twitter feed and ALC Events Twitter feed	Status update on NI Positive Birth Conference page and ALC Events page. Status update on NI Positive Birth Conference Twitter feed and ALC Events Twitter feed	Highlighted status as an award sponsor before awards Photo of award being presented by sponsor after the awards	Listed in status update of exhibitors before event

We also have limited opportunities to insert leaflets and product samples into our delegate bags at a cost of £10. We anticipate having 250+ attendees. There will also be limited advertising space in our delegate brochure at a cost of £10 per logo. Please email info@alcevents.co.uk for further information.

Now it's even easier to sponsor the NI Positive Birth Conference – online! Complete the sponsorship form and pay online at: https://www.alcevents.co.uk/events-1/ni-positive-birthing-conference-sponsorship-opportunities

OR

You can still submit via email by sending your name, company name, and the details of the sponsorship package you wish to avail of, your payment details and your logo (minimum 300 dpi) to info@alcevents.co.uk. Your company will begin receiving sponsorship benefits immediately so don't wait to submit your payment and logo file – the earlier you submit your sponsorship, the longer you will have advertising with us and the longer we may mention the generosity of your company!