



Dear Community Leader,

I would like to introduce you to the Greater New Orleans Breastfeeding Awareness Coalition (GNOBAC). In July 2007, GNOBAC was created with the mission to increase awareness of the benefits of and support for breastfeeding in the lives of mothers, children, and families in Louisiana. GNOBAC also partners with other organizations in creating a community that values the support and promotion of breastfeeding as the standard for optimal infant health and development.

The importance of the promotion of breastfeeding within the New Orleans community can be seen in the positive impact that breastfeeding has on the long term health of both mother and child. The World Health Organization estimates that optimal breastfeeding could save the lives of up to 800,000 children a year. Infants who are breastfed have lower mortality rates, and are less likely to develop gastrointestinal infections. The benefits of breastfeeding continue during childhood and beyond, as infants who breastfeed are less likely to become overweight, develop diabetes, and perform better in school. Mothers who breastfeed are also less likely to develop diabetes, and even reduce their risk of breast and ovarian cancer.[1]

Each year we assist hundreds of women with breastfeeding education and support resources. We have helped educate over 200 local businesses about the Louisiana breastfeeding laws through both direct contact and our local ad campaign, and have expanded our involvement with the Breastfeeding Awareness Campaign. In 2017 the organization plans to create a map of all the breastfeeding resources in the greater New Orleans area, along with collecting valuable input from the community. This will allow for more targeted projects that will effectively address local needs and gaps in educational resources. Without the support of our generous donors we would not be able to ensure that all mothers, children and families in the Greater New Orleans area have the opportunity to receive invaluable information about the benefits of breastfeeding.

Attached you will find several sponsorship opportunities. We hope that you will consider joining us in promoting the lifesaving benefits of breastfeeding. Since 2009, the Greater New Orleans Breastfeeding Awareness Coalition has been a 501(c)(3) non-profit charitable organization and all donations and sponsorships are tax deductible. Please see the following pages for sponsorship levels and benefits. We look forward to partnering with you to help make our community healthier, happier, and stronger. Thank you for your consideration.

[1] <http://www.who.int/mediacentre/factsheets/fs342/en/>

Sincerely,

Jennifer Macias, CLC
Executive Director
Greater New Orleans Breastfeeding Awareness Coalition

GNOBAC P.O. Box 9127 Metairie, LA 70055 (504) 875-7544
www.gnobac.org

SPONSORSHIP OPPORTUNITIES

EAT local Presenting Sponsor (Exclusive) \$10,000

Premier logo inclusion on:

- Give-a-way to be given to all Annual Fund-raiser event attendees (approximately 250 attendees)
- GNOBAC giveaways during 2017 events
- All GNOBAC e-newsletters for 2017
- Flyers/samples distributed at all community events during 2017
- Breastfeeding Campaign materials - Premier
- Annual Fundraising Event signage - Premier
- Annual Fundraising Event website - Premier
- GNOBAC website - Premier
- All fundraising event promotional and print materials

4th Annual Fundraising Event:

- Opportunity to speak during event
- Company information table
- Verbal recognition of company during event
- Volunteer opportunities
- 16 complimentary tickets (\$560 value)
- 3 reserved tables

- Feature story in GNOBAC Newsletter
- Feature story on InTheNOLA.com
- Name mentioned in all press releases for Fundraising event and Breastfeeding Campaign
- 2017 GNOBAC Membership
- Social Media exposure for 2017

Anytime, Anywhere Corporate Sponsor \$5,000

Prominent Logo inclusion on:

- Breastfeeding Campaign materials - Prominent
- Annual Fundraising Event signage - Prominent
- Annual Fundraising Event website - Prominent
- GNOBAC website - Prominent

4th Annual Fundraising Event:

- Announce band on stage
- Verbal recognition of company during event
- Volunteer opportunities
- 12 complimentary tickets (\$420 value)
- 2 reserved tables

- 2017 GNOBAC Membership
- Social Media exposure for 2017

All About The Latch Supporting Sponsor \$2,500

Logo inclusion on:

- Breastfeeding Campaign materials
- Annual Fundraising Event signage
- Annual Fundraising Event website
- GNOBAC website

4th Annual Fundraising Event:

- Verbal recognition of company during event
- Volunteer opportunities
- 8 complimentary tickets (\$280 value)
- 1 reserved table

- 2017 GNOBAC Membership
- Social Media exposure for 2017

The Milky Way Contributing Sponsor \$1,000

Logo inclusion on:

- Breastfeeding Campaign materials
- Annual Fundraising Event signage
- Annual Fundraising Event website
- GNOBAC website

4th Annual Fundraising Event:

- Verbal recognition of company during event
- Volunteer opportunities
- 6 complimentary tickets (\$210 value)
- 1 reserved cocktail table

- 2017 GNOBAC Membership
- Social Media exposure for 2017

HEALTHY BEGINNING \$500

Logo inclusion on:

- Breastfeeding Campaign Materials
- Annual Fundraising Event signage
- Annual Fundraising Event website
- GNOBAC website

4th Annual Fundraising Event:

- Verbal recognition of company during event
- Volunteer opportunities
- 4 complimentary tickets (\$140 value)

- Social Media exposure for 2017



GREATER NEW ORLEANS
Breastfeeding
 Awareness Coalition

2017 SPONSORSHIP PACKAGES

	\$10,000	\$5,000	\$2,500	\$1,000	\$500
	EAT local <i>Presenting Sponsor (Exclusive)</i>	Anytime, Anywhere <i>Corporate Sponsor</i>	ALL ABOUT THE LATCH <i>Supporting Sponsor</i>	The Milky Way	HEALTHY BEGINNING
Exclusive Sponsor Logo On Give-A-Way Items To Be Given To All Event Attendees	☾				
Feature Story In GNOBAC E-Newsletter	☾				
Feature Story On InTheNOLA.com	☾				
Flyers/Samples Distributed At All Community Events During 2017	☾				
Information Table At 4Th Annual Fundraising Event In July	☾				
Name Mentioned In All Press Releases	☾				
Opportunity To Speak At GNOBAC Fundraising Event	☾				
Logo On All GNOBAC E-Newsletters For 2017	PREMIER				
Company Name Or Logo On All Fundraising Event Promotional And Print Materials (Digital & Print)	PREMIER				
Announce Band At GNOBAC Fundraising Event		☾			
Logo On Breastfeeding Campaign Materials	PREMIER	PROMINENT	☾	☾	☾
Logo On 4Th Annual Fundraising Event Signage	PREMIER	PROMINENT	☾	☾	☾
Logo On 4Th Annual Fundraising Website	PREMIER	PROMINENT	☾	☾	☾
Logo On GNOBAC Website	PREMIER	PROMINENT	☾	☾	☾
2017 GNOBAC Membership	☾	☾	☾	☾	
Social Media Promotion	☾	☾	☾	☾	☾
Verbal Recognition Of Company During 4Th Annual Fundraising Event	☾	☾	☾	☾	☾
Volunteer Opportunities	☾	☾	☾	☾	☾
Tickets To 4Th Annual Fundraising Event In July	16	12	8	6	4
Reserved Table At Fundraising Event	3	2	1	1 Cocktail Table	0



GREATER NEW ORLEANS
Breastfeeding
Awareness Coalition

2017 GNOBAC SPONSORSHIP DONATION FORM

PROCEEDS BENEFIT GREATER NEW ORLEANS BREASTFEEDING AWARENESS COALITION

All sponsorships will be invested to support GNOBAC's projects during 2017 and will also benefit our 4th Annual Fundraising event on Thursday, July 27, 2017 7:00-10:00pm at Southport Music Hall.

Contact Name: _____ Title: _____

Company Name: _____
(As you would like to be listed on donor recognition materials)

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____ Fax: _____

Email: _____ Website: _____

Sponsorship Level:

- Presenting Sponsor "Eat Local" \$10,000
- Corporate Sponsor "Anytime, Anywhere" \$5,000
- Supporting Sponsor "All About the Latch" \$2,500
- "The Milky Way" \$1,000
- "Healthy Beginning" \$500
- Other Amount _____

TAX ID NUMBER 26-0275306

All donations to GNOBAC are tax-deductible to the fullest extent allowed by law

To ensure proper recognition, please complete form in its entirety and return to:

*Jennifer Macias, Executive Director
Greater New Orleans Breastfeeding Awareness Coalition
P.O. Box 9127, Metairie, LA 70055
Email: JMacias@gnobac.org*

Please make checks payable to: Greater New Orleans Breastfeeding Awareness Coalition
For additional information, contact Jennifer Macias (504) 875-7544 or JMacias@gnobac.org