

Virginia Birth Expo

We are contacting you regarding an opportunity to join other local businesses in supporting the second annual Virginia Birth Expo of 2017. The Virginia Birth Expo is hosted by Virginia is for Doula, the premier full-service Doula agency serving families in Northern Virginia and the Shenandoah Valley. Virginia Birth Expo is the premier annual event that connects families in the northern region of Virginia to elite businesses, services, products, and organizations focused on the needs of growing families. We provide expectant families and new parents with education on pregnancy, birth and all things 'parenting' in the early childhood years. This event will take place on April 22, 2017 at the Body Renew Family Fitness Center in the Sportsplex's multipurpose arena in Winchester, Virginia.

Along with having vendors displaying their businesses' services and products, we will be hosting 6 unique workshops and demonstrations in two classrooms, a large raffle of donated products and services and child-friendly activities to encourage families to stay for the full event. We want you to showcase your company to your target market in a unique way that will give you great exposure and recognition of your support of families.

In order for this event to be possible, we are reaching out to local companies and organizations like yours, asking that you consider becoming a sponsor to show your dedication to supporting and educating parents and families. As a supporter, you will realize the following benefits:

- Targeted marketing to a large mass all at once
- An opportunity to sell your product
- Online marketing on the Virginia Birth Expo website
- Social media marketing on Facebook and Instagram
- Maximization of sales and an opportunity to increase your customer base
- Time to build partnership with other local businesses that serve the Shenandoah Valley and Northern Virginia

Please find enclosed the sponsorship opportunities that are available. Thank you for playing an essential part in bringing the Virginia Birth Expo to life for the benefit of the families around us.

Sincerely,

Tiffany Shank and Andrew Fusaro, Owners of Virginia is for Doula

Virginia Birth Expo
611 S. Braddock St.
Winchester, VA 22601
virginiabirthexpo@gmail.com / 540-216-2909

Sponsorship Opportunities

Platinum Level Sponsor

\$2,000

2 available

Expo Opportunities:

- **Wearable Sponsor:** Receive recognition as a Platinum Level sponsor by having your logo featured on the official Virginia Birth Expo 2017 t-shirt worn by all expo volunteers & directors.
- **Expo Marketing Materials:** Your company logo (large in size) on event banners located inside & outside.
- **Sponsor of Workshop Room:** Have one of our workshop rooms named after your company where families will be attending workshops all day long.
- **Swag Bag Insert:** Get the attention of the public by placing two samples from your company in the Swag bag distributed to the first 100 guests.
- **Directory Listing:** Get your company's name and logo listed at the top of the directory as a Platinum level sponsor of the Virginia Birth Expo.
- **Vendor Space:** Receive 2, 8-foot vendor tables and a 20x20 space in a location of your choosing. You may pick two tables next to each other or choose two separate locations to maximize the number of times attendees see your company.
- **Food Voucher:** Receive lunch vouchers for up to 3 people.

Advertising Opportunities:

- **Expo Bag:** Your company's logo (large in size) will be placed on the front of the swag bag distributed to the first 100 guests who attend the event.
- **Website:** Acknowledgement of your company's sponsorship on the home page of the Virginia Birth Expo 2017 website.
- **Facebook:** Have your logo and a long description of your company highlighted twice from now until the Expo on our official Expo Facebook page with its own post.
- **Blogs:** A short blog will be written about your company on the Virginia is for Doulas' blog and shared on all social media outlets.
- **Honorable Mentions:** Your company will be mentioned anytime we are interviewed on the radio or TV as one of our Platinum Sponsors.
- **Print Campaign:** Company logo included in pre-event printed publications.

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Gold Level Sponsor

\$1,375

4 available

Expo Opportunities:

- **Wearable Sponsor:** Receive recognition as a Gold Level sponsor by having your logo featured on the official Virginia Birth Expo 2017 t-shirt worn by all expo volunteers and sold at the entrance.
- **Expo Signage:** your company logo (medium in size) on event banners located inside & outside.
- **Swag Bag Insert:** Get the attention of the public by placing one sample from your company in the swag bag
- **Directory Listing:** Get your company's name listed at the top of the directory as a Gold Level sponsor of the Virginia Birth Expo.
- **Vendor Space:** Receive 1, 8-foot vendor table with a 10x10 a space.
- **Food Voucher:** Receive lunch vouchers for up to 2 people.

Advertising Opportunities:

- **Swag Bag:** Your company's logo (medium in size) will be placed on the front of the Expo bag distributed to the public as they enter the hall.
- **Website:** Acknowledgement of your company's sponsorship on the Virginia Birth Expo 2017 website.
- **Facebook:** Have your logo and a description of your company highlighted once on our official Expo Facebook page with its own post.
- **Honorable Mentions:** Your company will be mentioned anytime we are interviewed on radio or TV as one of our Gold Level sponsors.
- **Print Campaign:** Company logo included in pre-event publications.

Silver Level Sponsor

\$675

6 available

Expo Opportunities:

- **Expo Signage:** Your company logo (small in size) on event banners located inside & outside.
- **Swag Bag Insert:** Get the attention of the public by placing one sample from your company in the swag bag distributed to the attendees as they enter the hall.
- **Directory Listing:** Get your company's name designated within the directory as a Bronze Level sponsor.
- **Vendor Space:** Receive 1, 8-foot vendor table with a 10x10 a space.

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- Wearable Sponsor: Receive recognition as a Gold Level sponsor by having your logo featured on the official Virginia Birth Expo 2017 t-shirt worn by all expo volunteers and sold at the entrance.

Advertising Opportunities:

- Expo Bag: Your company's logo (small in size) will be placed on the front of the Expo bag distributed to the public as they enter the hall.
- Website: Acknowledgement of your company's sponsorship on the Virginia Birth Expo 2017 website.
- Facebook: Have your logo and a short description of your company highlighted on our official Expo Facebook page with its own post, twice.

Bronze Level Sponsor

\$225

Unlimited

Expo Opportunities:

- Expo Signage: your company logo (small in size) on event banners located inside & outside the hall
- Directory Listing: Get your company's name designated within the directory as a Bronze Sponsor.
- Wearable Sponsor: Receive recognition as a Gold Level sponsor by having your logo featured on the official Virginia Birth Expo 2017 t-shirt worn by all expo volunteers and sold at the entrance.

Advertising Opportunities:

- Website: Acknowledgement of your company's sponsorship on the Virginia Birth Expo 2017 website.
- Facebook: Have your logo and company highlighted on our official Expo Facebook page with its own post.

Sponsorship level availability based on first-come, first-served basis. Please call or email to find out current availability, as it may have changed from what is listed in this document. Please do not hesitate to contact us or to set up a meeting for any questions you need answered. You can reach us at:

virginiabirthexpo@gmail.com

540-216-2909

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The Virginia Birth Expo brings together a diverse group of businesses, organizations, non-profits and exhibitors directed at the pregnancy, birth and early childhood markets. Sponsoring this event not only allows you to expose your name, services and products to potential customers, but to also make close connections with the families attending the Expo. This is about showcasing the wide array of resources readily available to support families in the northern Virginia region on their journey to parenthood.

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**Contract of Sponsorship
2nd Annual Virginia Birth Expo**

Company Name _____ Company Website _____

Contact Name _____ Phone Number _____ Email Address _____

Street Address _____ City _____ State _____ Zip _____

Company description _____

Select Sponsorship Level (initial on line):

- _____ Platinum Sponsor - \$2,000
- _____ Gold Sponsor - \$1,375
- _____ Silver Sponsor - \$675
- _____ Bronze Sponsor - \$225

Extra Perks (initial on line):

- _____ Additional booth- \$100.00

Total Due: \$ _____

Signature: _____ **Date:** _____

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****Checks should be made payable to Virginia is for Doulas, LLC. Or an invoice will be sent upon request with an added 2% for charges. Return completed contract to Virginia Birth Expo 611 S. Braddock St. Winchester, VA 22601 or virginiairthexpo@gmail.com**

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Terms & Conditions of Sponsorship of the Virginia Birth Expo

Signed contract and payment constitute sponsorship agreement. Delivery of benefits may be tied to a first-come, first-served selection of availability sponsorship levels. Please check with the Board of Directors on vendor availability. All benefits within in this contract are based on the receipt of materials, logos and other information/materials as needed by the deadline dates. There will be a \$35.00 fee assessed to any checks returned.

If your application is accepted as a sponsor you will receive notice with instructions for all necessary information for advertising and website display.

At least one representative from your company is required to tend to each vendor table that you have purchased. By April 1, 2017 you will receive an email with further details about setup date and time and vendor booth location.

Becoming a vendor/sponsor gives the Virginia Birth Expo permission to use your business name in web advertising and on print publications/advertising up to January 1, 2018. We also encourage you to post any marketing materials we send you.

Upon signing of contract, there will be no refunds issued. Your signature means that you agree to the above terms and conditions.

Signature: _____ Date: _____

Printed Name: _____

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