



HEALTHY MOTHERS,
HEALTHY BABIES
Coalition of Georgia

50TH ANNIVERSARY CELEBRATION

PARTNERSHIP OPPORTUNITIES

*"Homecoming: Celebrating Our Shared
Roots, Empowering Our Future"*

Atlanta, GA

May 2 – May 4, 2024





**HEALTHY MOTHERS,
HEALTHY BABIES**
Coalition of Georgia



A Letter From the Chief Executive Officer

Dear fellow change-maker,

As our organization eagerly approaches its 50th anniversary, I want to take a moment to express our deep gratitude for the critical support we have received from our community in promoting maternal and infant health in Georgia. Over the years, the generous contributions and unwavering commitment of our partners have allowed us to make a tangible difference in the lives of countless families. As we celebrate this significant milestone, we invite you to join us in renewing our commitment to support Georgia's families and make a lasting impact on their well-being. Your partnership is vital as we strive to reduce maternal and infant mortality rates, enhance access to care, and provide education and resources to parents and caregivers.

Together, we can make a lasting impact on the lives of our moms, birthers, and babies. Our collective efforts can empower families, create healthier communities, and shape a brighter future for generations to come. Let us unite in celebrating our shared roots while renewing our commitment to empowering the future of Georgia's families.

Yours in service,

Ky Lindberg

**Ky Lindberg,
Chief Executive
Officer**



**HEALTHY MOTHERS,
HEALTHY BABIES**

Coalition of Georgia

Healthy Mothers, Healthy Babies Coalition of Georgia (HMHBGA) improves maternal and infant health through collective advocacy, education, and access to resources.

We envision a Georgia where all thrive with equitable access to perinatal resources and knowledge, responsive to each community's needs.

VISION

- We evolve with the world around us.
- We embrace the power of collective action.
- We center equitable representation in all collaborative conversations.
- We shift power structures and catalyze conversations.
- We foster holistic approaches to access.
- We build trust by humanizing data that speaks to and centers the communities we serve.

IMPACT AT A GLANCE

ADVOCACY

- Mobilized over 500 multisectoral stakeholders to advocate for key policies
- Conducted 18 research studies informing policy and practice improvements in Georgia

EDUCATION

- 100% of program participants experienced knowledge growth
- 90+ individuals trained as perinatal professionals
- 2500+ individuals served via digital education platform

ACCESS TO VITAL RESOURCES

- 205,000+ calls supported through our contact center
- Over 10,000 perinatal care items distributed throughout the State of Georgia
- \$100,000+ distributed to families and partner orgs

ABOUT OUR 50TH ANNIVERSARY CELEBRATION

Join us for a momentous all-community event commemorating our 50th anniversary, where we will shape a brighter future for maternal and infant health in Georgia. Together, we honor our collective roots, fostering deep connections among a diverse community of parents, caregivers, healthcare professionals, and advocates. Throughout the event, we will drive change, harnessing our collective strength, knowledge, and experiences. Let's create a supportive environment that encourages collaboration, innovation, and progress toward a better tomorrow.

EVENT SCHEDULE

Thursday, May 2

DAY 1: ADVOCACY | The Freight Depot

Advocacy 101 Training: We will equip the perinatal workforce, moms, birthers, and partners with advocacy skills, covering understanding advocacy, tools, policy engagement, self-advocacy, and promoting equity.

Lunch with Legislators: Workforce members and families will have the opportunity to discuss issues that matter to them with their elected officials.

Policy Panel: Commemorate HMHBGA's 50th Anniversary by hearing from key perinatal workforce and policy experts. Explore the ways in which the workforce is impacted by the work in the Georgia Assembly.

Friday, May 3

DAY 2: EDUCATION | The Starling Atlanta Midtown

Full Day Educational Conference: Experience dynamic sessions, a high-profile keynote, panel discussions, an exhibit hall, and networking with industry experts.

50th Anniversary Gala: Join us for an evening of celebration where we will honor dynamic change makers in our community, reflect on our impact, and bring together hundreds of Georgians to celebrate moms, birthing people, and babies. Enjoy live music, comedy, a silent auction, and much more at this black-tie affair.

Saturday, May 4

DAY 3: RESOURCE & REFERRAL | Honeysuckle Park, Doraville

Community Health Fair: We will feature vendors such as CMOs, mobile dentistry and health units, perinatal workforce organizations, community-based services, state services, and food vendors. Enjoy exciting activities like field games, a bounce house, face painting, balloon art, and opportunities for relaxation through yoga, mindfulness, and sound baths. Childcare will be available.

**This event will be FREE to the public.*

SPONSORSHIP OPPORTUNITIES

DAY 1

	Naming Rights	Opening Remarks	Conference Tickets	Program Ad	Logo Placements	Social Media Mentions
Presenting Sponsor (\$15,000) <i>*Only 1 available</i>	X	X	5	Centerfold	<ul style="list-style-type: none"> • Signs • Printed Materials • Newsletters • Rotating Slides 	X

DAY 2 & DAY 3

	Naming Rights	Opening Remarks	Conference Tickets	Gala Tickets	Program Ad	Logo Placements	Social Media Mentions
Presenting Sponsor - Day 2 (\$50,000) <i>*Only 1 available</i>	X	X	10	10	Centerfold	<ul style="list-style-type: none"> • Signs • Printed Materials • Newsletters • Rotating Slides 	X
Presenting Sponsor - Day 3 (\$50,000) <i>*Only 1 available</i>	X	X	10		Centerfold	<ul style="list-style-type: none"> • Signs • Printed Materials • Newsletters • Rotating Slides 	X
Platinum Sponsor (\$15,000)			8	8	Full Page	<ul style="list-style-type: none"> • Printed Materials • Newsletters • Rotating Slides 	X
Gold Sponsor (\$10,000)			5	5	Half Page	<ul style="list-style-type: none"> • Printed Materials • Newsletters • Rotating Slides 	X
Silver Sponsor (\$5,000)			3	3	Quarter Page	<ul style="list-style-type: none"> • Newsletters • Rotating Slides 	X
Bronze Sponsor (\$2,000)			2	2	Quarter Page	<ul style="list-style-type: none"> • Newsletters • Rotating Slides 	X
Coalition Partner Sponsor (\$1,000)			2	2	Logo	<ul style="list-style-type: none"> • Newsletters • Rotating Slides 	X

EVENING FORMAL RECEPTION

	Naming Rights	Opening Remarks	Conference Tickets	Gala Tickets	Program Ad	Logo Placements	Social Media Mentions
Presenting Sponsor (\$25,000) <i>*Only 1 available</i>	X	X	2	10	Centerfold	<ul style="list-style-type: none"> • Signs • Printed Materials • Newsletters • Rotating Slides 	X



"Life is beautiful. It's about giving. It's about family."
— Walt Disney

EXHIBITOR OPPORTUNITIES

	Conference Tickets	Logo Placements	Social Media Mentions
Day 2 ONLY (\$400)	2	<ul style="list-style-type: none">• Newsletters• Rotating Slides	X
Day 3 ONLY (FREE)	2	<ul style="list-style-type: none">• Newsletters• Rotating Slides	X

All exhibitors will be provided with one 6' table and two chairs.

Access to wifi and outlets are available upon request.

ADD-ON - PROGRAM ADS

Our program will be available in print and digital to all conference attendees. Please share your file in PNG or PDF format with Madison Scott at madison.scott@hmhbga.org.

Full Page (\$250)
8.5x11"
Color

Quarter Page (\$80)
4.25x5.5"
Color

Half Page (\$150)
8.5x5.5"
Color

Eighth Page (\$50)
4.25x2.75"
Color

All ads must be submitted no later than Friday, April 14, 2024.

OUR REACH

Serving over 80,000 Georgia families each year, our team works every day to assist families in accessing the information, resources, and referrals they need for a healthy life.

EXPECTED # OF ATTENDEES

DAY 1:

150-200 attendees

DAY 2 - Conference:

250-300 attendees (in-person)

100-150 attendees (virtual)

DAY 2 - Reception:

200-250 attendees

DAY 3:

500+ attendees

SOCIAL FOLLOWING

Facebook:

3,686 followers

49,700 monthly average impressions

Instagram:

1,914 followers

7,225 monthly average impressions

Twitter:

709 followers

2,785 monthly average impressions

Newsletter:

3,200 subscribers

GET IN TOUCH

For questions or additional information, contact:

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Healthy Mothers, Healthy Babies
Coalition of Georgia

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