

## CityMatCH Maternal and Child Health Leadership Conference



### 2023 Sponsorship Guide

#### Who is CityMatCH?

CityMatCH is a national membership organization directly supporting city and county health department Maternal and Child Health (MCH) programs within metropolitan areas. For over 30 years, we have been a national voice for MCH activities by convening local, state, and federal partners to advance MCH work. By strengthening public health leaders and organizations and promoting equity, we can improve the health of women, birthing people, families, and communities. To that end, we have built a strong network of public health leaders through mentorship programs, training opportunities, and other collaborations, such as the CityMatCH MCH Leadership Conference, that bring the MCH workforce and community members together toward common goals.

#### 2023 Theme: Reconnecting & Transforming MCH- A Journey of Healing, Rebirth & Growth

The 2023 CityMatCH Maternal and Child Health Leadership Conference's theme is *Reconnecting and Transforming MCH: A Journey of Healing, Rebirth, and Growth*. Public health has changed since the COVID-19 pandemic began in 2020. Significant disruptions across the field led to delays in programming, staffing shortages, or shifts in priorities. Many MCH professionals were reassigned to other areas to fulfill needs on an emergency basis. As a result, the public health workforce experienced increased burnout as we faced logistical, organizational, and political challenges created by the pandemic. This conference, held in New Orleans, LA, will focus on the rebirth and rejuvenation of the MCH field as we reconnect to one another and to our programs and policies. Additionally, CityMatCH's conference theme will continue our commitment to health equity by bringing together diverse groups of people for important conversations about transforming public health in light of racial disparities and structural inequities that persist across the United States.

## Our Target Audience

Attendees of the CityMatCH annual conference represent leaders from across all 50 states and territories, including some international leaders within the Maternal & Child Health fields. As an exhibitor you will be able to reach influential individuals within Public Health programs such as:

- Child & Adolescent Health
- Community Health
- Environmental Health
- Epidemiology
- Fetal Infant Mortality Review (FIMR)
- Global Health
- Home Visiting
- Reproductive Health
- Sexual Education and Prevention
- Social Work
- Mental Health
- And many more diverse programs that serve women, children, families, and the communities they reside in.

# CityMatCH 2023 Sponsorship Opportunities

Sponsorship aids your organization/ company in remaining visible and competitive within the MCH field. Each sponsorship can be customized to meet your budget and marketing needs. To discuss package options contact Janet Rogers [jmrogers@unmc.edu](mailto:jmrogers@unmc.edu), Aislinn Rockwood [aislinn.rookwood@unmc.edu](mailto:aislinn.rookwood@unmc.edu), and/or Nishka Bommareddy [nbommareddy@unmc.edu](mailto:nbommareddy@unmc.edu).

Sponsorship Benefit	Platinum \$10,000 +	Gold \$7,000+	Silver \$5,000+	Bronze \$2,500+
General Session Sponsor	X			
Breakfast Sponsor	X			
Lunch Sponsor	X			
Refreshment Break		X		
Breakout Session Sponsor		X		
Partnership Reception			X	
Mentor Reception			X	
Graphic Recording			X	
Friends of CityMatCH			X	
Closed Captioning				X
MCH Student Leaders Scholarship				X
Community-Based Organizations and Tribal Entities Scholarship				X
Branding & Acknowledgement Your logo featured on the conference website, app, slides, and signage.	X	X	X	X
Exhibit Space One tabletop exhibit space	X	X	X	X
Complimentary full conference registrations	2	2	2	2

## **Platinum Sponsorship \$10,000+**

### General Session Sponsor:

A company representative will introduce Session's speaker(s), as well as have allotted time to give 2–3-minute talk on services offered. Your logo will appear on the conference website promoting the session. Sponsor may also provide a 60-second or less promotional video to play during that day's walk-in video.

### Breakfast:

The preconference breakfast and sessions are a hands-on opportunity for attendees and a chance for you as the sponsor to leave a lasting impression. You will be thanked at the start of the sessions and table-top tents will be placed at each table to share your logo, website, and a short description of your organization.

### Lunch:

Attendees will thank you for feeding them during important skills-building sessions. As the sponsor you will be thanked at the start of each session plus you may place literature on each table that attendees can take with them.

## **Gold Sponsorship \$7,000+**

### Refreshment Break:

Morning and afternoon breaks allow attendees to network and re-energize! Your organization will be recognized with signs at the entrance to the refreshment area and in the mobile app.

### Breakout Session Sponsor:

Sponsor will get to select one breakout session. Sponsor's logo will appear on Conference Website and program schedule. Sponsors can provide handouts to be distributed. Sponsors invited to co-facilitate session with CityMatCH members and staff.

## **Silver Sponsorship \$5,000+**

### Partnership Reception:

Connect with CityMatCH partners at this special gathering. As the sponsor, you will be thanked at the start of the reception and table-top tents will be placed on each table to share your logo, website, and a short description of your organization.

### Mentor Reception:

The CityMatCH Mentor Reception is an opportunity for early-career and senior level MCH leaders to network. Sponsor will be invited to attend and will be recognized on signage.

### Graphic Recording:

Sponsorship of Conference graphic recording places your logo on the Conference's official graphic recordings which are taken during main stage and plenaries. Recordings are placed in the mobile app at the conclusions of sessions and then on the CityMatCH website once the Conference has closed.

### Friends of CityMatCH:

Friends of CityMatCH is an interactive networking social event for attendees to gather for food, fun and many laughs at a local venue connecting to the Conference City's culture and history. As a sponsor you will have table signage and acknowledgements in the mobile app, as well as an invite to attend.

### **Bronze Sponsorship \$2,500+**

#### Closed Captioning:

Help ensure Conference content is accessible to all by sponsoring Closed Captioning of all Main Stage and Plenary Sessions. Sponsors will be thanked at the beginning of sessions and in the mobile app with posting of recordings.

#### MCH Student Leaders Scholarship:

Help prepare the next generation of MCH leaders! Your sponsorship will ensure that student/s from diverse backgrounds and disciplines have meaningful professional and leadership development opportunities they may not have had otherwise due to affordability and access. Your generous sponsorship will cover the hotel, travel, and one registration for one student.

#### Community-Based Organizations and Tribal Entities Scholarship Sponsorships:

CityMatCH is committed to providing a space and audience so that community members' perspectives are recognized and integrated in MCH priorities. The presence of community members allows us to learn from them and enhances the richness of the conference experience. Through Scholarship sponsorship, we encourage you to support community-based leaders within the field, which include tribal governments, in attending the CityMatCH Annual Conference. Your \$1,000 sponsorship will cover 2-3 registrations. Your \$2,500 sponsorship will cover registration and travel for one person.