

Home Birth Australia

35th National Conference

17th - 19th November 2023

PARTNERSHIP CALLOUT



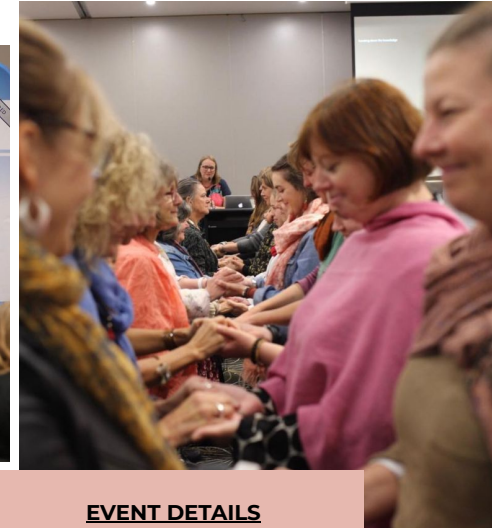
the national conference

The Homebirth Australia national conference is ready to return in person for a three-day event.

The 2022 conference broke from tradition, being held as a four-day virtual function in light of lockdowns and border closures. The 2023 conference is therefore expected to be a return bigger and better than ever.

In previous years, the conference has seen over 200 mothers, birth workers and homebirth advocates attend in person to connect over a shared passion, helping women finding a 'better way' for to birth their babies. We estimate similar attendance this year for the first in-person conference since Covid-19, and have seen lots of excitement and enthusiasm in response to our first event announcements.

Homebirth Australia will be bringing some incredible presenters together, including some special international guests, with the aim of educating, inspiring and supporting these women and is a fantastic opportunity to connect with them and showcase your relevant brands and products for consideration, in 2023 and beyond.



EVENT DETAILS

WHEN: November 17-19
WHERE: Sydney
TICKET COST: \$550

keynote speakers

Gloria is an author, teacher and grandmother. She has worked in the childbirth field for the past 40 years, (17 of those as a midwife) and has had experience with over 1500 births. Gloria's film "Birth with Gloria Lemay" has sold over a thousand copies. Gloria has written many articles and has been published in Midwifery Today magazine and she is a popular online blogger at www.wisewomanwayofbirth.com. Gloria is a passionate advocate for the bodily integrity of boys and girls. She lives in Canada and travels all over North America in her role as a teacher and speaker.

Gloria Lemay

Medical practitioner, mother
and author



Robin Lim

Medical practitioner, mother
and author

Robin (named Ibu Robin, meaning 'Mother Robin' by the women she cares for in Indonesia), is a Filipina~American~Micronesian grandmother midwife, Doula and founder of Bumi Sehat NGO which maintains clinics in Indonesia and Philippines. In 1990, Robin lost her younger sister, Christine, to a complication of pregnancy which could have been prevented with better care. Her sister's passing cemented Robin's destiny to become a BirthKeeper. Robin's passion is cultural safety, respect, in Childbirth, and healthcare as a human right. Robin has helped thousands of women give birth and is the author of many books, including 'Eat, Pray, Doula', 'After the Baby's Birth', 'Wellness for Mothers', 'Ecology of Gentle Birth', 'Awakening Birth', and 'Placenta - The Forgotten Chakra'. Robin was awarded CNN's Hero of the Year in 2011 for her tireless dedication to improving birth outcomes for women through the work of her clinics and foundations. Robin is a mother of 8 and a grandmother of 6 children born gently into her hands.

who will be attending?



- Interested in alternative education
- Eco-friendly
- Use natural products
- Like high end and educational toys
- Use alternative health therapies and products
- After holistic pregnancy and childbirth services
- Work towards personal development

- Highly skilled & knowledgeable
- Strong values & beliefs
- Dedicated to the practice
- Doing more than just a job
- Have their own private businesses

event promotion

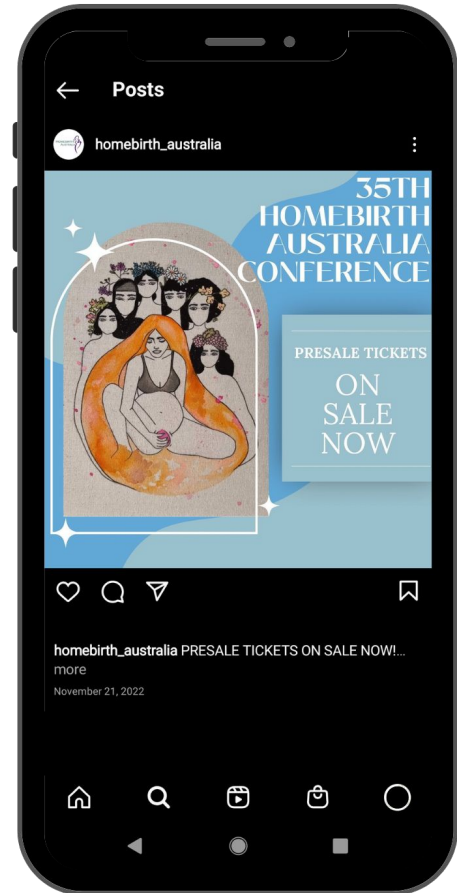
Event promotion is already well underway and will continue in the months leading up to the event contacting the Homebirth Australia database, promoting the event via sponsored social, through event speakers and influencer outreach.



5,000+ Homebirth Australia Instagram Followers



13,000+ Homebirth Australia Facebook Followers



partnership opportunities - part one

We are looking for like minded partners to take advantage of this highly anticipated opportunity to **connect with over 200+ women nationally** who are considering or already operating within the home birthing space. These are women who are fully invested into an alternative lifestyle and who will pay to access the best products and services to help them achieve this.

Gold Sponsor

Overarching partner with category exclusivity and inclusion in all event promotion including:

- Your Logo and 'Proudly sponsored by' on all posters and flyers
- Mention in all online media and social networking 'supported and sponsored by'
- Six (6) months advertising/logo spot on HBA website
- Full Trade Table at the conference event with prime location
- Company banner to be hung at the conference (sponsor to supply)
- Your logo printed on delegate bags
- Company flyer or offer to be placed in all delegate bags
- 10 minute speakers spot at the conference for a presentation about your company
- Full page logo and 'proudly sponsored by' on the inside of the Front Cover of conference program
- Conference ticket

\$5,000

Silver Sponsor

Major partner with exclusive advertising for the dinner event

- Your Logo and 'Proudly sponsored by' on all posters and flyers
- Mention in all online media and social networking 'supported and sponsored by'
- Three (3) months advertising/logo on HBA website
- Full Trade Table at the conference event in a prime position
- Company logo or banner in prime position at venue for the dinner event (sponsor to supply)
- A company flyer or offer to be placed in all delegate bags
- Up to five verbal mentions of sponsorship during the conference

\$2,000

PARTNERSHIP DEADLINE: 4th August 2023

partnership opportunities - part two

Bronze Sponsors

Four available*

- Your logo on marketing material posters, flyers and online media, *excluding* the HBA website.
- Full Trade Table at Event
- Inclusion of flyer or conference offer in delegate bags

\$1000

*Provided they are non competing with overarching partner

Delegate Bags & Raffle

You are welcome to provide a raffle prize in exchange for your either your exclusive conference offer (discount or exclusive deal) on a flyer or sample of your products to include in delegate bags. These are subject to approval by the Homebirth Australia conference committee.

We also welcome prizes or services that we can add to our on-site raffle during the conference and thank you in advance for your contribution. Raffle donations will be acknowledged during the conference, be exhibited on the HBA trade table and acknowledged during the raffle draw. Donations for the raffle will need to be received by 5pm, Friday 29th September.

Trade Tables

- Full Table for full conference \$300.00
- Not-for-Profit full table for full conference \$80.00
- Two businesses sharing a full table \$175.00 per business/person
- Daily fee if not taking table for full conference is \$175.00

*** Please note:** this does not include catering or entry to the conference. If you wish to attend the conference you will need to register separately for this.

To register for the conference please visit:
<https://events.humanitix.com/35th-homebirth-australia-conference>

If you have any questions about any of these partnership opportunities or wish to secure a partnership, please send an email to Katelyn Commerford at conference@homebirthaustralia.org

PARTNERSHIP DEADLINE: 4th August 2023