

# WiseParent Sponsorship Packet



WiseParent.org  
Updated: October 2009

# Welcome!

## Dear WiseParent Sponsor,

WiseParent is thrilled that you are considering sponsoring our workshops. We believe that through these workshops we are in a unique position to make a lasting, positive impact on numerous families in the Durham region. It will also give you the opportunity to present your products and/or services to a coveted demographic: young families.



The following will describe what is involved in sponsoring WiseParent workshops and what you will receive in return.

Cost: \$35 per workshop (with a booking of 4 throughout the year)  
\$40 per workshop (if booking 2)  
\$50 per workshop (one time booking)

You receive:

- The option to present your material for up to 5 minutes at the end of the workshop, OR, a WiseParent presenter or board member will read the material you provide us.
- The option to provide any and all marketing collateral, samples, kits or other (as long as they are compliant with the WHO code on breastmilk substitutes)
- Free website banner on our home page or workshop page for the duration of your sponsorship (sponsorship runs from Sunday to Saturday of each week)

What we request of you:

- Reciprocal advertising where possible (on site, at location, etc. Posters/brochures will be provided).
- That all material to be given at workshop be delivered to a board member one week prior to workshop taking place for verification purposes.

## About WiseParent

WiseParent is a coalition of parents, individuals and organizations with a concern for the care and well-being of mothers, babies, and families. We seek to assist the development of families through evidence-based wellness and prevention models. WiseParent promotes understanding and respect among professionals and individuals regarding current standards of care and informed health decision-making; while empowering families through advocacy and education.

Philosophic Basis

- Professionals and parents alike have a need for a community organization that will educate and advocate for family wellness, without bias or judgment, by relying on the concepts of best-practice and the current research available.
- Pregnancy and birth is a normal, healthy process.
- Women have the right to labour free from routine intervention.

- Individuals have the right to make informed health decisions for themselves and their children, including informed refusal.
- Breastfeeding is the optimal choice for infant nutrition. Care providers and community partners should provide families with the resources they need to be successful.
- Mother and baby-friendly practices should be fostered by regular reviews of evidence.
- Advocacy for policy reform should be conducted in a timely fashion as necessary.
- Pregnancy, birth and the early infancy period profoundly affect the well-being of families and children's long-term health.

Complete the following for sponsorship application:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

Please check the following that apply:

- I will come (or send a representative) to present at the end of the workshop
- I am unable to attend, but would like WiseParent to present my material (please provide)
- I will have materials to provide workshop attendees (be sure to arrange delivery one week before workshop)
- I would like to sponsor the following workshops (based on availability). Please write date of workshop.

Selection 1 \_\_\_\_\_ Selection 2 \_\_\_\_\_ Selection 3 \_\_\_\_\_ Selection 4 \_\_\_\_\_

Payment must accompany form. Please mail completed forms to 20 McCulloch Cres. Ajax, ON L1T 3X1 or fax to 905-619-1232 or email to stefanieantunes@rogers.com

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Listing of session:**

**November Sessions:**

Breastfeeding: It's About More Than Nutrition!  
 Presenter: Kelly Matijico  
 Date & Time: Tuesday, November 10, 7-8:30pm,

Introducing Solid Foods: How to Give them the Best and Save Money!  
 Presenter: Gwyneth Zylstra  
 Date & Time: Wednesday, November 18, 7-8:30pm,

Your Pregnant Body: Preparation and trouble-shooting  
Presenter: Holly Barchman  
Date & Time: Wednesday, November 25, 7-8:30pm,

**December Sessions:**

The First Hour: Making the Most of Your Baby's First Moments With You  
Presenter: Laura Wichman  
Date & Time: Wednesday, December 2, 7-8:30pm,

Early Development: Keys to a Thriving Brain and Immune System  
Presenter: Dr. Katharine du Quesnay  
Date & Time: Wednesday, December 9, 7-8:30pm

## Location Details

Where: Whitby Public Library, Meeting Room #2  
405 Dundas St. West  
Whitby, ON L1N 6A1, Canada  
(905) 668-6531  
[www.whitbylibrary.on.ca](http://www.whitbylibrary.on.ca)

Meeting Room #2 is located immediately to your right upon entering the building.

Parking: While there is only a small parking lot immediately in front of library, a large parking lot is located just beyond the library. It is free after 6pm.