

WiseParent Sponsorship Packet



WiseParent.org
Updated: June 2010

Welcome!

Dear WiseParent Sponsor,

WiseParent is thrilled that you are considering becoming a sponsor and/or community partner of WiseParent. We believe that through our organization 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 becoming a community partner of WiseParent and what you will receive in return.



Levels of membership

Parent/Non-Profit Member – Cost \$25*

Benefits include:

- Updates and notification of upcoming events, workshops, meetings
- Bi-monthly newsletter
- Support for WiseParent
- Ability to sponsor a workshop for \$25 per workshop

Business Member – Cost \$50*

Benefits include:

- Listing on the website under our community partners page
- Ability to add any of your events to the calendar (with approval)
- Participation in our “business card” holder. Each parent gets a small folder with all of our business member’s cards so they have a one-stop shop resource for all their family’s needs.
- Presentation of one workshop per year
- Updates and notification of upcoming events, workshops, meetings
- Bi-monthly newsletter
- Support for WiseParent
- Ability to sponsor a workshop for \$25 per workshop

Community Partner – Cost \$150*

Benefits include:

- Banner Advertising on website page of your choice for one full year
- Exclusivity at this level (no other company in your field will be able to be a Community Partner)
- Provide marketing materials or samples to all clients at all workshops (must be provided in advance)*
- Attendance and ability to speak for 2 minutes at any event as a sponsor
- Mentioned as a sponsor at all workshops to all participants
- Listing on the website under our community partners page
- Ability to add any of your events to the calendar (with approval)
- Participation in our “business card” holder. Each parent gets a small folder with all of our business member’s cards so they have a one-stop shop resource for all their family’s needs.
- Presentation of one workshop per year
- Updates and notification of upcoming events, workshops, meetings
- Bi-monthly newsletter
- Support for WiseParent

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.

* All members must agree to abide by the World Health Organization Code on Breastmilk Substitutes. Ask for info.

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/member application:

Name: _____ Company: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ Cell Phone: _____

Email address: _____

Website: _____

Please choose from the following:

- I would like to become a Parent Member or Non-Profit Member (\$25 per year)
- I would like to become a Business Member (\$50 per year)
- I would like to become a Community Partner (\$150 per year)

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: _____