
2022 Maternal Mental Health NOW Conference Sponsorship



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HEALTH **NOW**
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2022
CONFERENCE



BRANCHING OUT

Whole Person Perinatal Mental Health Care

JUNE 2ND & 3RD, 2022 | Courtyard Marriott LA Westside



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Branching Out: Whole Person Perinatal Mental Health Care 2022 Maternal Mental Health NOW Conference Sponsorship

Overview

[Maternal Mental Health NOW](#) welcomes your partnership at our **Branching Out: Whole Person Perinatal Mental Health Care conference**, a revolutionary hybrid event for birth workers, providers and clinicians in the Los Angeles County area and around the country.

Just as no two people experience perinatal depression and anxiety the same way, neither is there a one size fits all approach to their care. Whole person care takes into consideration cultural influences, diverse belief systems, mind/body integration and alternatives to or that complement conventional Western medicine. **Current movements within healthcare toward inclusive and culturally responsive interventions inspire and inform this conference. Our keynote presentations and interactive workshops will offer multi-disciplinary approaches to perinatal mental health care.**

Conference participants will join a collaborative discussion with a wide range of healers to re-imagine the future of holistic care for individuals on their reproductive journeys. Attendees will hear from leading change-agents who will share advancements in research and innovative approaches to the mental, emotional, and physical healing of those entering parenthood. The conference will take place June 2-3, 2022, from 8a-4:30p and will be hosted in-person at the Courtyard by Marriott Los Angeles Westside and will live stream online.

Agenda

Through an equity lens with the diverse populations within the birth community in mind, the curation of topics and speakers is centered around the responsiveness of practitioners to vulnerable and marginalized communities. Prospective topics include Integrative Nutrition, Black Midwifery and Ritual, Faith-Based Approaches to Perinatal Mental Health, Loss and Abortion, Birth Center Holistic Care, Perinatal Interventions for Grief and Loss, Somatic Care and Postpartum Traditions. In addition to these panel discussions and workshops, the conference will integrate powerful storytelling from indigenous voices, trans and queer communities, social anthropologists and experts in Western and Eastern medicine practices.

The digital conference brochure is under development and once available, will detail the agenda, speaker bios, resources, sponsors, logos and other marketing related to the conference, and will be displayed on the Maternal Mental Health NOW website.

Intended Audience

Health care professionals including therapists, clinical psychologists, social workers, community health workers, counselors, nurses (neonatal, labor and delivery, maternity, NICU), midwives, nurse practitioners, physicians (psychiatrists, OB/GYNs, pediatricians, neonatologists, family practitioners, general practitioners, primary care physicians), lactation consultants, health educators, doulas, home visitors, advocates and social anthropologists.

Marketing, Outreach & Dissemination

Maternal Mental Health NOW will promote the event and your organization's support of the event to its 8,000+ email subscribers and 10,000+ social media followers leading up to the conference dates. We will deploy a comprehensive marketing strategy that includes targeted email communications, social media posts, dedicated emails regarding the events, and promoting events and registration on the [Maternal Mental Health NOW conference website](#). Additionally, we will work with our partners and conference speakers to share the event through their organization newsletters, personal networks and other communication channels. Advertising includes digital brochures to highlight conference details, including agenda, speaker bios, and continuing education offerings.

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Past Experience

Since it was founded in 2007, Maternal Mental Health NOW has addressed inequity in the identification and treatment of perinatal mood and anxiety disorders in Los Angeles County and beyond. We work with healthcare providers, health systems, and state and local governments to make the prevention, screening, and treatment of perinatal anxiety and depression part of the standard of prenatal and postpartum care for every new parent in Los Angeles County, regardless of their circumstances. We center historically oppressed, marginalized, and under-resourced parents at the heart of our work, as they regularly experience the most significant challenges to receiving timely, informed, and culturally appropriate care.

The culminating event of Maternal Mental Health NOW's Improving Outcomes for Pregnant and Postpartum Black Women project was the [2021 Perinatal Mental Health Conference for Black Birth Workers, Providers and Clinicians](#), which was held over four days in late April and early May 2021. This groundbreaking event aimed to increase the capacity and competency of Black clinicians and providers to respond to perinatal mood and anxiety disorders. With feedback from MMH-NOW's training team, staff and community partner iDREAM for Racial Health Equity, the agenda was shaped to include workshops on perinatal mood and anxiety disorders and storytelling, reflection and integration to provide an opportunity for attendees to reflect on and increase awareness of their own experiences. Additionally, several days included experiential workshops to help participants identify and acknowledge 1) the diversity of the Black/African Diasporic community; 2) ancestral healing technologies; 3) creative practices to encourage resilience; and 4) valuation of the Black Body.

In 2020, Maternal Mental Health NOW hosted the **Sex & Perinatal Mental Health Conference**, an innovative conference where leaders in research and emerging voices delved into the complexities of perinatal mental health, sex and sexuality, examining how healthcare and culture address issues of sexuality during the reproductive period. The conference explored the many ways in which individuals cope with and recover from birth trauma, sexual trauma and societal influences.

Maternal Mental Health NOW conferences, webinars and trainings are facilitated by leading experts in the field of perinatal mental health and are on the cutting edge of addressing the needs of the birth community. Maternal Mental Health NOW works with its community-based partners, faculty and supporters to understand the needs of the community and help build the capacity of the healthcare system. We partner closely with community organizations to ensure that our programs reflect a holistic understanding of each community's needs, and strive for the highest standards of cultural humility and relevance.

Sponsorship

Outlined below are sponsorship levels and benefits. Sponsor packages can be curated to meet the needs of your organization and opportunities to thoughtfully engage with conference participants. Maternal Mental Health NOW can work with your organization to identify any combination of these benefits or establish additional offerings to align with your strategic goals.



SPONSORSHIP BENEFITS

CHANGE-AGENT - \$20,000

- Customizable sponsorship for optimal exposure
- Title Sponsor Banner on social media, website and venue signage
- Primary logo placement on all promotional and marketing materials; verbal and written acknowledgements in conference messaging
- Opening address to conference audience both days
- Special session opportunities with target group of attendees (i.e. lunch and learn, research roundtable, focus group, provider engagement, etc.)
- Four Dedicated Social Media Posts
- 10 Conference registrations and honorary table for up to 8 guests at the Gala on June 4, 2022
- Sponsor showcase opportunity on virtual event platform and exhibitor table onsite
- Personalized audience engagement opportunities
- Media inclusion (as applicable)

INNOVATOR - \$15,000

- Presenting sponsor acknowledgement in conference messaging
- Session sponsorship
- Prominent logo placement on email invitation and conference webpage
- Prominent logo placement on digital conference brochure & agenda
- Prominent logo placement on digital presentation materials (as applicable)
- Prominent logo placement on welcome signage
- 5 minute address to audience on Day 1
- Two Dedicated Social Media Posts
- 5 Conference registrations and 4 tickets to the Gala on June 4, 2022
- Sponsor showcase opportunity on virtual event platform and exhibitor table onsite

HEALER - \$10,000

- Logo placement on email invitations and conference webpage
- Logo placement on digital conference brochure & agenda
- Logo placement on digital presentation materials (as applicable)
- Written acknowledgement in conference messaging
- One dedicated social media post
- 4 Conference registrations and 2 tickets to the Gala on June 4, 2022
- Sponsor acknowledgement on virtual event platform

COLLABORATOR - \$5,000

- Logo placement on email invitations and conference webpage
- Written acknowledgement in conference messaging
- 2 Conference registrations and 1 ticket to the Gala on June 4, 2022

PROMOTIONAL SPONSOR

Promote the event to your network via emails, newsletters, blogs, social media, etc. and we will highlight you/your organization as a promotional sponsor via the conference webpage and provide one conference registration.

Contact [Kimberly Gray](#) for further commitment details.

For additional details or questions please contact Kimberly Gray, Director of Development at 310.228.7970 or kimberly@maternalmentalhealthnow.org.