



CELEBRATING THE

20th
Anniversary
OF
BRINGIN IN DA SPIRIT

THE ART OF
Birthing

A Holistic Conference & Experience

Presented by *Sister Midwife*
PRODUCTIONS

OCTOBER 11- 14TH



“

“WE MUST DO THIS WORK FROM A PLACE OF LOVE.
NOT BECAUSE WE ARE ANGRY AT THE SYSTEM. BUT
BECAUSE WE LOVE BIRTH. BECAUSE WE LOVE BLACK
WOMEN AND BLACK MEN. BECAUSE WE LOVE BLACK
FAMILIES AND OUR COMMUNITIES”

”



- NICOLE DEGGINS

Founder & CVO - Sista Midwife Productions



THE ART OF
Birthing

Art as Advocacy
A Holistic Conference & Experience



A LETTER FROM *Nicole Deggins*

After taking a year off, The Art Of Birthing (TAOB) is back in 2023!

It will be another series of engaging, enjoyable, exciting events celebrating Black Joy, pregnancy, birth, Black motherhood, and Black family.

What began as a way to engage the community in conversations about infant mortality, today TAOB is a national holistic conference experience. Using various forms of artistic expression, we engage communities in conversations about maternal and infant health, birth options, empowered birth, perinatal disparities and solutions to move us toward health equity.

Since its inception, The Art of Birthing (TAOB) has included our signature Birth Justice Film Festival™ (BJFF) where we showcase a number of documentaries highlighting issues around reproductive justice. This year our BJFF will celebrate the 20th anniversary of the award-winning documentary *Bringin' In Da Spirit*.

This year's TAOB will also include a number of other experiential events including a "Mama Baba and Me" fashion show, informative panel discussions and our beautiful art exhibit. Attendees will have the option to join us in New Orleans or virtually as we host a series of virtual, in-person and hybrid events.

Ultimately, the goal of TAOB is to provide a safe space to engage in a robust dialogue about improving birth outcomes for Black families. We continue to strive to be unique and engaging. We believe we accomplished that goal in previous years and we look forward to having your support for our 2023 events.



About THE ART OF BIRTHING

Our goal with The Art of Birthing is to inspire a paradigm shift in the ways our communities think about conception, pregnancy, birth, and the postpartum period. With productions of visual, written, creative, spoken word and performing arts our aim is fourfold:

- Provide a unique space for dialogue and healing for birth professionals and families
- Increase awareness about birth options and solutions for improving outcomes
- Increase awareness about perinatal outcomes and disparities
- Raise funds to continue training Healthy Birth Ambassadors

The Art of Birthing will run October 11 – October 15, 2023. It will include: award winning documentaries, engaging panel discussions, a mama baba and me themed fashion show and more! We will partner with artists from around the country to host an online art auction which will raise funds to support our Healthy Birth Louisiana state training initiative. Make plans to join The Art of Birthing where we won't simply be creating a Vibe, we will be creating an intentional vibration toward healing, love, elevation, and empowerment.



CONFERENCE

Components

VIRTUALLY VIBIN' HAPPY HOUR

Like so many other virtual events, our Virtually Vibin' Happy Hours (VVHH) started in 2020. Though we are back outside, our VVHH are still designed to give you a sneak peek into all things The Art of Birthing. We have LIVE giveaways, great conversation, laughter and of course they are still an entire Vibe.

AUTHOR TALK WITH LINDA JANET HOLMES

This Thursday afternoon event will kick off our live in-person events for the weekend. Join us for an in depth discussion about the history of Black Midwifery through the words of Linda Janet Holmes. Ms Holmes is a writer, biographer, oral historian, curator, and long-time women's health activist, and the author of the groundbreaking book, *Safe in a Midwife's Hands: Birthing Traditions from Africa to the American South*. Holmes' most recent book focuses on stories emanating from decades of interviewing African descendant midwives in the American South, intertwined with the stories of traditional midwives in Kenya, Ethiopia, and Ghana.

HBA VIP MEET & GREET (INVITATION ONLY)

This Thursday evening VIP Happy Hour will be an opportunity for our Healthy Birth Ambassadors (HBA) to network and engage with important Louisiana stakeholders about improving birth outcomes.

WELLNESS WORKSHOP

Join Deidre Coutsoumpas for her featured wellness workshop "Drawn to Story." Deidre is a mother of three, Childbirth & Health Educator, and Doula Trainer. She facilitates culturally congruent and spirit-centered doula trainings and workshops. For nearly 20 years, she has worked to assemble a network of support for families and birth workers alike. She will be bringing her passion and wisdom to TAOB attendees to provide an engaging and healing workshop.



CONFERENCE

Components

BITS BLACK MIDWIFE CELEBRATION

Join host Sha'Condria "iCon" Sibley for this Friday evening event as we celebrate 20 years of Bringin in Da Spirit (BITS). Meet and greet some of our beautiful Black Grand Midwives and other individuals featured in the documentary. Enjoy a cocktail while engaging with our interactive art exhibit which will include wearable art created by Healthy Birth Ambassador Tracy McCormick "The Designer Doula".

BIRTH JUSTICE FILM FESTIVAL

One of the highlights of our weekend is our Birth Justice Film Festival, where we introduce educational, engaging and thought provoking documentaries. This year, as in previous years, we will be creating a national virtual watch party experience. Attendees will have the opportunity to join us virtually or in person in New Orleans. We will be joined by directors, producers and individuals featured in the documentaries during our after viewing talk backs and panel discussions! This year's BJFF will be very special as we celebrate the 20th anniversary of the Award Winning Documentary Bringin' in da Spirit. Join us for the celebration!

ART AUCTION

Just as in previous years, we will partner with artists from around the world to raise awareness about maternal mortality and other perinatal disparities. Our art curator LaVonna Brown will bring our in-person exhibit to life at the Tulane University, Diboll Gallery on Canal Street. Our art auction will raise funds to support our efforts to train Healthy Birth Ambassadors.





TAOB 2023 Event Schedule

Virtually Vibin Schedule

**SEPTEMBER
4TH & 11TH**

OFFICIAL TAOB KICKOFF HAPPY HOUR

Virtually Vibin Happy Hour – Sneak Peek into TAOB



**WEDNESDAY
OCTOBER 11TH**

BIRTH JUSTICE FILM FESTIVAL - VIRTUAL

Virtual – The Business of Birth Control



**THURSDAY
OCTOBER 12TH**

AUTHOR TALK WITH LINDA JANET HOLMES

In Person – AARC REACH Center – Corpus Christi



**THURSDAY
OCTOBER 12TH**

HBA VIP MEET AND GREET (INVITATION ONLY)

In Person – Location provided with invitation



**FRIDAY
OCTOBER 13TH**

WELLNESS WORKSHOP: DRAWN TO STORY

In Person – Location provided with All Access Registration



**FRIDAY
OCTOBER 13TH**

BITS BLACK MIDWIFE CELEBRATION

In Person – Location provided with All Access Registration



**SATURDAY
OCTOBER 14TH**

BIRTH JUSTICE FILM FEST: CELEBRATING THE 20TH ANNIVERSARY OF BRINGIN' IN DA SPIRIT

In Person/Virtual – Tulane University School of Pub Health

Documentaries will include:

The Black Fatherhood Project

Bone Black

Laboring with Hope

Bringin' in da Spirit

Featuring shorts from Fellows from LEDE New Orleans

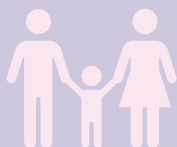


National

AUDIENCE

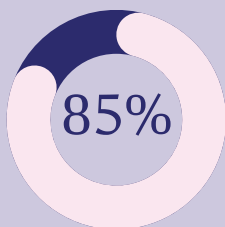


Between our 2020 & 2021 events, The Art of Birthing hosted over 300 registered attendees from EVERY region of the United States and three international countries!



Nearly every registered attendee identified as a parent and/or birth advocate.

An average of 18% of registered attendees practice as a midwife or OB-GYN.



An average of 85% of registered attendees identified as doulas.

An average of 13% of registered attendees were certified lactation professionals.



Social Media IMPACT

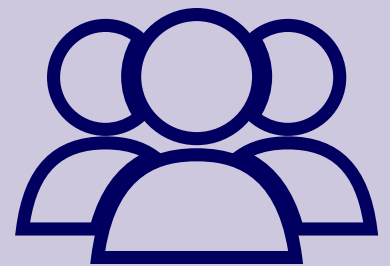


Collectively Sista Midwife Productions and The Art of Birthing
have a social media audience of over 20K.

TOP COUNTRIES



1. United States
2. United Kingdom
3. Canada
4. Australia
5. Nigeria



26,435

Accounts Reached

Thank You

Thank you to our 2023 Community Partners and Sponsors
Sponsorship opportunities are still available



TULANE UNIVERSITY
NEWCOMB - TULANE COLLEGE



Healthy Blue



LAISSEZ FAIRE
PRODUCTIONS





Sponsorship Form

TAOB OCTOBER 2023 ♦ VIRTUAL & LIVE EVENTS

ALL SPONSORSHIP LEVELS INCLUDE THE FOLLOWING GENERAL SPONSORSHIP BENEFITS:

- Name and/or logo with link featured on The Art of Birthing website
- Name and/or logo featured on The Art of Birthing print media and marketing materials
- Name and/or logo featured on virtual event sponsor recognition page
- Name and/or logo featured in dedicated sponsor posts on social media
- Opportunity to distribute promotional items in our AOB Virtually Vibin' boxes
- Access to all Virtual or In-Person BJFF events and workshops.

Sponsorship Opportunities

\$50,000 – THE ART OF BIRTHING TITLE SPONSOR

- Name and/or logo featured as official Title Sponsor and listed as such across ALL events and marketing materials
- Name and/or logo featured on ALL virtual events
- Name and logo featured on AOB Virtually Vibin Gift Boxes
- On site branding activation across ALL live events
- Opportunity to address attendees during ALL virtual and in-person events
- Opportunity to present pre-recorded marketing presentation during ALL virtual events
- Four (4) tickets to VIP Extravaganza
- Name and/or logo featured prominently on event T-Shirts
- General Sponsorship Benefits

\$10,000 – BITS Black Midwife Celebration Presenting Sponsor

- Name and/or logo featured as presenting sponsor of VIP Extravaganza & listed as such in ALL publicity materials
- Four (4) tickets to VIP Extravaganza
- On site brand activation during event
- Opportunity to address attendees during in-person event
- Name and/or logo featured on event T-Shirts
- General Sponsorship Benefits

\$5,000 - BIRTH JUSTICE FILM FESTIVAL WATCH PARTY PRESENTING SPONSOR | 5 AVAILABLE *

*Each BJFF presenting sponsor will be activated for one of 5 documentary segments

- Name and/or logo featured throughout the event venue
- Name and/or logo featured on virtual platform
- On site brand activation at Watch Party live event
- Opportunity to address live/virtual audience during sponsored documentary segment
- Opportunity to present pre-recorded marketing presentation during sponsored documentary
- Name and/or logo featured on event T-Shirts
- General Sponsorship Benefits

\$5,000 - Birth Worker AOB Retreat Sponsor | 1 AVAILABLE (1 SOLD)

*This sponsorship supports the retention and sustainability of BIPOC birth workers.

- Name and/or logo featured throughout the event venue
- Name and/or logo featured on virtual platform
- On site brand activation during retreat components
- Opportunity to present pre-recorded marketing presentation during film festival
- Name and/or logo featured on event T-Shirts
- General Sponsorship Benefits

\$2500 - Healthy Birth Champion

- Name and/or logo displayed at event venue
- Opportunity to present pre-recorded marketing presentation
- Name and/or logo featured on event T-Shirts
- General Sponsorship Benefits

\$1000 - Healthy Birth Supporter

- Name and/or logo displayed at event venue
- General Sponsorship Benefits

\$500 - Healthy Birth Advocate

- Name and/or logo displayed at event venue
- General Sponsorship Benefits



Reserve the Following Sponsorship Level(s):

- _____ \$50,000 The Art of Birthing Title Sponsor
_____ \$10,000 VIP Wearable Art Extravaganza Presenting Sponsor
_____ \$5,000 Birth Justice Film Festival Watch Party Presenting Sponsor
_____ \$5,000 Healthy Birth Ambassador/Retreat Sponsor
_____ \$2,500 Health Birth Champion
_____ \$1,000 Healthy Birth Supporter
_____ \$500 Healthy Birth Advocate

_____ Do it your way – Don't see a sponsorship that fits your specific needs? Contact us at
TheArtofBirthing@sistamidwife.com to customize a sponsorship opportunity just for you!

Visit www.theartofbirthing.info to submit sponsorship information digitally

Sponsor Information:

Contact Person: _____

Email Address: _____

Full Mailing Address: _____

Phone: _____ Fax: _____

PAYMENT INFORMATION: __ CASH __ VISA __ MC __ DISC __ AMEX

__ CHECK PAYABLE TO SISTA MIDWIFE PRODUCTIONS

ACCOUNT #

VERIFICATION CODE:

EXP. DATE:

SIGNATURE: _____

Please submit forms to TheArtofBirthing@SistaMidwife.com

DEADLINE TO APPEAR ON T-SHIRTS IS MONDAY, SEPTEMBER 18, 2023



Thank You

Thank you to our 2021 SPONSORS



TULANE UNIVERSITY
NEWCOMB - TULANE COLLEGE



Healthy Blue



BABY1ST
NETWORK

THE **H|B** GROUP



Spanish Moss
STUDIOS



LAISSEZ FAIRE
PRODUCTIONS



Friends of the
NEW ORLEANS
PUBLIC LIBRARY



MARY AMELIA
WOMEN'S CENTER



mother nurture
foundation.



irthmark doula
collective



TEXAS Pharmacy
The University of Texas at Austin
College of Pharmacy

Thank You to Our Past Sponsors and Community Partners

UT Austin - College of Pharmacy | Amerihealth Caritas | Healthy Blue | HB Group | Mary Amelia Center
Mother Nurture Foundation | Newcomb Institute | Baby 1 st Network | Seven Three Distilling | Friends of NOPL
Tulane CEMCH | Laissez Faire Productions | Art by Jay | Beacon Light of Houma | Spanish Moss Studios
Belaire | Birthmark Doula Collective | Blue Cross Blue Shield of LA Foundation | Community Birth Companion
Dem Black Mamas | Divine Birth Wisdom | Elizabeth Murray Art | Evidence Based Birth (EBB)
Fathers Matter - Dr. Bantu Gross | Glitter and Goon | Harbor Community Collective | Healthy Blue Louisiana
Lactation Education Resource | LIFT Louisiana | LA Pub Health Institute | McQueen and the Violet Fog
Mamava | The Irth App | Melinated Mammary Atlas | National Black Midwives Alliance
NOLA Breastfeeding Center | NOPL - African American Resource Collection | Plum Tree Baby