

THE ART OF *Birth*ing

A Holistic Conference & Experience

September 20 - 26, 2021





"WE MUST DO THIS WORK WITH LOVE. NOT
BECAUSE WE ARE ANGRY ABOUT THE SYSTEM.
BUT BECAUSE WE LOVE BIRTH. WE LOVE BLACK
WOMEN. WE LOVE BLACK FAMILIES."

- NICOLE DEGGINS



THE ART OF
Birthing

Art as Advocacy
A Holistic Conference & Experience



A LETTER FROM *Nicole Deggins*

Welcome to The Art of Birthing!

While it began as a way to engage the community in conversations about infant mortality, The Art of Birthing has grown into a national holistic conference experience, that celebrates Black women, pregnancy, birth, Black motherhood, and Black family. 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 Birth Justice Film Festival (BJFF). In 2020 our conference went completely virtual and we were able to bring the BJFF to a national audience as we showed a selection of provocative award winning documentaries including: *Bringin' In Da Spirit*, *These Are My Hours*, *Chocolate Milk* and *Eggs Over Easy*. Each documentary was followed by engaging discussions with nearly 20 panelists composed of industry experts, and the directors and producers of the featured documentaries.

In addition to the BJFF, The Art of Birthing included many other experiential events and in 2020 TAOB expanded its national reach, hosting over 150 registrants across 35 cities and 20 states. Our 2020 efforts also included new and expanded partnerships, sponsorships, and exciting collaborations with organizations like Laissez Faire Production Group, The Irth App, Evidence Based Birth, Tulane University Newcomb Institute, The Mary Amelia Center for Women's Health Equity Research, Healthy Blue Louisiana, Seven Three Distilling, Sovereign Brands, Spanish Moss Studios and others.

During Black Breastfeeding Week we were excited to partner with the New Orleans Public Library as they launched their new Black Wellness Matters Series. We wrapped our 2020 events with our fundraising art auction featuring national and international visual artists.

As always, the ultimate goal of TAOB is to provide a safe space to engage in a robust dialogue about improving healthy birth outcomes for Black families. We believe we accomplished that goal in 2020. We could not have pulled off such a successful event without your help and support. We thank you for your continued support and cannot wait for what 2021 has in store for The Art of Birthing.



About

THE ART OF BIRTHING

The Art of Birthing is a national holistic experience that uses various forms of artistic expression to celebrate pregnancy, birth, motherhood, love, family and creation. While we celebrate, we inform and inspire. With productions of visual, written, creative, spoken word and performing arts our aim is to:

- 🌱 Raise funds to continue training Healthy Birth Ambassadors
- 🌱 Provide a unique space for dialogue and healing for birth professionals and families
- 🌱 Increase awareness about birth options, family choice and empowered birth
- 🌱 Increase awareness about perinatal outcomes and disparities
- 🌱 Provide solutions for improving birth outcomes
- 🌱 Inspire others to see birth as a COMMUNITY experience rather than simply an individual one.

We have partnered with artists from around the country to raise awareness about maternal and infant mortality and perinatal disparities. The Art of Birthing online art auction will raise funds to support our Healthy Birth Louisiana state training initiative. This initiative trains Healthy Birth Ambassadors to work inside their communities to improve birth. Visit our website to explore the wonderful art pieces that are available in this year's auction so that you can support better birth outcomes for black mothers and babies.

The Art of Birthing will run September 20 - September 26th. It will include: award winning documentaries, engaging panel discussions, a virtual paint and sip experience, educational workshops, a mother/daughter themed champagne brunch and more! 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

Last year we started a new tradition to kick-off the countdown to The Art of Birthing's weeklong holistic conference and experience. This year, we are not only bringing the VVHH back for 2021, we are kicking it off internationally in Belize!

During our Virtually Vibein' Happy Hours we definitely create a vibe! There are LIVE giveaways, conversation, and laughter as we give you a sneak peek into all things The Art of Birthing.

BIRTH JUSTICE FILM FESTIVAL

Through The Art of Birthing's Birth Justice Film Festival, we introduce educational, engaging and thought provoking documentaries. Just as we did in 2020, this year, we will be creating a national virtual watch party experience, and will be joined by directors, producers and the individuals featured in the documentaries during our after viewing panel discussions!

COCKTAILS & CANVASES

Introduced during our second year of The Art of Birthing, our paint and sip party immediately became one of the highlights of the series. This year will be no different as we take it to another level! Join us for Cocktail and Canvases as we create the ultimate paint and sip experience. This virtually engaging experience will feature internationally known spoken word artists, a live DJ, and live musical performances from some of New Orleans' own. Whether you get your boo, your girls, or your BFF, be sure to get your party box with all your supplies, including canvas, aprons, brushes. and join us to create a powerful masterpiece.

ART AUCTION

We have partnered with artists from around the world to raise awareness about maternal mortality and other perinatal disparities. The Art of Birthing online art auction will raise funds to support our Healthy Birth Louisiana state training initiative of Healthy Birth Ambassadors who will work inside their communities to improve birth.

BRUNCH & BUBBLY

Grab ya champagne, ya juice and ya coffee and join us for our French 75 Brunch and Bubbly Broadcast. We will wrap up The Art of Birthing with a live broadcast of In Our Mother's Garden, a film that tells the stories of "our mamas and their mamas before them". We will be joined by New Orleans native, and the creative soul behind the documentary, Ms. Shantrelle P. Lewis.

In New Orleans? Join us LIVE. Bring your mother and your grandmother and let's watch and discuss being in our mother's gardens. Not in New Orleans? We've got you covered with a virtually vibin' box. Invite your girls or mama to brunch and tune in with us. We will recap the week and create our vision for the future.





TAOB 2021 CONFERENCE & EXPERIENCE

Virtually Vibia Schedule

**MONDAY
SEPT 20**

OFFICIAL TAOB KICKOFF HAPPY HOUR

*Journey to the Mother's of Gynecology
Virtually Vibia' from Montgomery, AL
Discussion 5:30 - 6:30 PM CST*



**TUESDAY
SEPT 21**

BIRTH JUSTICE FILM FEST: BRINGIN' IN THE SPIRIT

*Virtually Vibia' from Austin, TX
Showtime 5:30 - 7:00 PM CST*



**WEDNESDAY
SEPT 22**

BIRTH JUSTICE FILM FEST: TUTWEILER

*Hybrid: LIVE & Virtually Vibia' from Art Space 3116, NOLA
Showtime 5:45 - 6:15 PM CST*



BIRTH JUSTICE FILM FEST: BELLY OF THE BEAST

*Showtime 6:30 - 8:00 PM CST
Discussion 8:00 - 9:00 PM CST*

**THURSDAY
SEPT 23**

BIRTH JUSTICE FILM FEST: LEGACY, POWER, VOICE

*Hybrid: LIVE & Virtually Vibia' from Art Space 3116, NOLA
Showtime 5:45 PM - 6:45 PM
Discussion 6:45 PM - 7:45 PM*



**FRIDAY
SEPT 24**

FRIDAY FLOW

*Honoring Our Roots 8:00 AM - 8:15 AM CST
Amethyst Moon Yoga 8:30 AM - 9:30 AM*



VIRTUAL WORKSHOPS: CONSCIOUS CONCEPTION TO CONSCIOUS PARENTING

*Workshop #1 - 10:00 AM - 11:00 AM CST
Workshop #2 - 11:30 AM - 12:30 PM CST
Workshop #3 - 1:00 PM - 2:00 PM CST*



COCKTAILS & CANVASES: A PAINT AND SIP EXPERIENCE

6:00 PM - 9:00 PM CST Presenter: Jay McKay of Art By Jay

COCKTAILS & CANVASES: THE AFTER PARTY

6:00 PM - 9:00 PM CST



**SUNDAY
SEPT 26**

BIRTH JUSTICE FILM FEST: IN OUR MOTHERS' GARDEN

*Brunch & Bubbly Broadcast 11:00 AM - 2:00 PM
Showtime 11:30 AM - 1:00 PM*



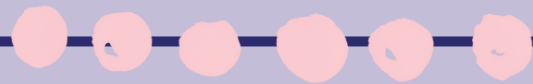
Community SUPPORTERS



African American Resource Collection	HER Health Nurse
Amerihealth Caritas	Kingscloth
Art by Jay	Lactation Education Resource
Beacon Light of Houma	LIFT Louisiana
Belaire	LA Pub Health Institute
Birthmark Doula Collective	The Mary Amelia Center
Blue Cross Blue Shield of LA Foundation	McQueen and the Violet Fog
Cafe Au Lait	New Creation Family Church
Chevi Red	NOLA Breastfeeding Center
Cocktails by POP	NOPL
Community Birth Companion	PAIL - Nneka Hall
Dem Black Mamas	Plum Tree
Dillard University	Seven Three Distilling
Divine Birth Wisdom	Smell Good Spa
Elizabeth Murray Art	Spanish Moss Studios
Evidence Based Birth (EBB)	Taking Care of Momma
Fathers Matter - Dr. Bantu Gross	Tulane - Newcomb College
Glitter and Goon	Tulane - SRJO
Harbor Community Collective	True Love Movement
Healthy Blue Louisiana	Victory Bar NOLA



2020 Virtually Vibin Happy Hour



REACHED AN
AUDIENCE OF
5,108



755
ENGAGEMENTS
OVERALL



REACHED OVER
1,800
VIEWS



THE EVENT WAS
SHARED *40* TIMES



"WE ARE LOVING THE VIBE TONIGHT!!! ALL OF US
HERE AT THE MBEGU BIRTHING PROJECT ARE
FULL WITH LOVE, EXCITEMENT AND
EDUCATION. LOOKING FORWARD TO NEXT
YEAR FOR THE ART OF BIRTHING AGAIN"

- NAFEESA AS-SALAFEESEAH, BIRTH MENTOR & ADVOCATE/
DOULA & MOTHER OF 6/OFFICIAL TAOB HOST
MOBILE, ALABAMA

"TRULY IMPECCABLE EVENT PLANNING FROM THE
ART OF BIRTHING, SISTA MIDWIFE PRODUCTIONS
AND LAISSEZ FAIRE PRODUCTION GROUP....JUST
WOW! YOU ALL ARE TAKING VIRTUAL EVENT
PLANNING TO NEW LEVELS. THE MUSIC WAS SO
GOOD, I REALLY FELT LIKE I WAS IN NEW ORLEANS."

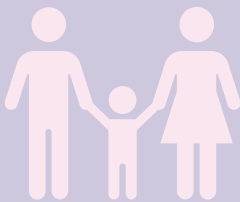
- DR. POOJA MEHTA, OB-GYN



Registered ATTENDEES

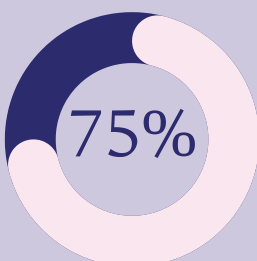


In 2020, the Art of Birthing hosted 150 registered attendees from EVERY region of the United States!



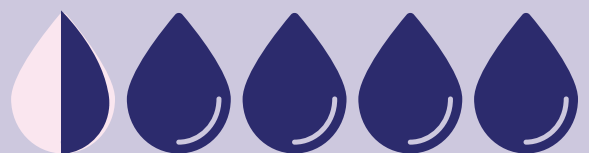
Nearly every registered attendee identified as a parent and/or birth advocate.

Over 25% of registered attendees practice as a midwife or OB-GYN.



75% of registered attendees were doulas.

Around 10% of registered attendees were certified lactation professionals.



Awards

Named "The Midwife Shifting the Narrative" by Essence Magazine, in 2021 alone, Nicole has received the coveted Silver Anvil Award from Public Relations Society of America New Orleans Chapter, the Distinguished 400 Award by the 400 Years of African American History, and the 2021 Role Model Award from the Young Leadership Council of New Orleans, LA

The Silver Anvil award, the industry's highest honor, is earned by campaigns that have successfully addressed challenging issues with exemplary professional skill, creativity and resourcefulness. The Art of Birthing outperformed hundreds of entries to attain the Silver Anvil award, scoring in the top 95th percentile from this year's judging panel, the Sierra Nevada Chapter of PRSA.

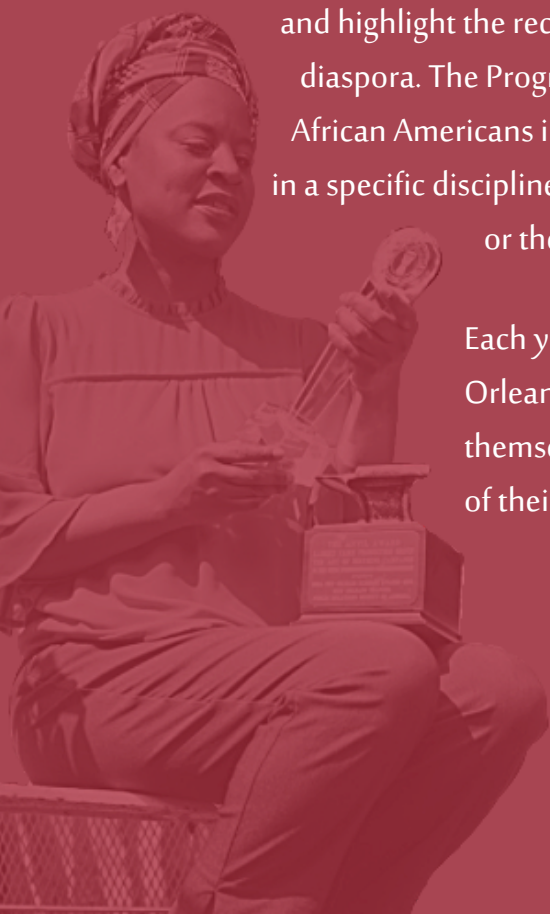


This award was recognition of the successful expansion of The Art of Birthing from being primarily a local event to becoming a national holistic conference and experience attended by registrants from every region of the United States.

The 400 Years of African American History Commission gives The Distinguished 400 Award to acknowledge and highlight the recipient's role as a trailblazer for African Americans across the diaspora. The Program acknowledges and elevates 400 innovative and noteworthy African Americans in different fields, including those who might be the first Black person in a specific discipline, the recipient of a special achievement, or the leading figure in a certain industry.

Each year, the Young Leadership Council of New Orleans selects individuals who have distinguished themselves by actively contributing to the betterment of their community in the following ways:

- 🌿 Promoting a positive attitude and unyielding desire to enhance the quality of life in our community
- 🌿 Striving to unite our community in collaborative efforts for its further prosperity
- 🌿 Serving as an exemplary role model to young professionals
- 🌿 Taking an effective and vigorous leadership role in our community
- 🌿 Making specific contributions in his or her specific field of endeavor





Sponsorship Form

SEPTEMBER 19-26, 2021 ♦ VIRTUAL & LIVE EVENTS

ALL SPONSORSHIP LEVELS INCLUDE THE FOLLOWING:

- Name and/or logo with link featured on The Art of Birthing
- Name and/or logo featured on The Art of Birthing print media and press 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 Virtually Vibein' party boxes
- Access to all virtual events

Sponsorship Opportunities

\$30,000 – THE ART OF BIRTHING TITLE SPONSOR

- Name and/or logo featured as official Title Sponsor and listed as such across ALL events and materials
- Name and/or logo on PCHW class of 2022 graduation certificates
- Name and/or logo featured on ALL virtual events
- Opportunity for on site branding activation or presence across ALL live events
- Twelve (12) Tickets to all live events
- Name and/or logo featured on event T-Shirts

*This sponsor level can provide tuition for 6 Healthy Birth Ambassadors (PCHWs)

\$10,000 – BRUNCH & BUBBLY PRESENTING SPONSOR

- Name and/or logo featured as presenting sponsor of Brunch & Bubbly & listed as such in ALL publicity materials
- Name and/or logo featured during virtual panel discussions and viewing party events
- Opportunity for on site brand activation or presence at Brunch & Bubbly live event
- Eight (8) Tickets to all live events
- Name and/or logo featured on event T-Shirts

This sponsor level provides tuition for 2 Healthy Birth Ambassadors (PCHWs)

*Live event attendance will follow current COVID-19 regulations.

\$10,000 COCKTAILS & CANVAS SPONSOR

- Name and/or logo featured on event stage at live event
- Name and/or logo featured on virtual platform
- Opportunity for on site brand activation or presence at Cocktails & Canvas live event
- Opportunity to address live/virtual audience for 30 seconds
- Four (4) reserved paint stations
- Name and/or logo featured on event T-Shirts

This sponsor level provides tuition for 1 Healthy Birth Ambassadors (PCHWs)

*Live event attendance will follow current COVID-19 regulations.

\$5,000 WATCH PARTY PRESENTING SPONSOR | 2 SOLD, 2 AVAILABLE

- Name and/or logo featured throughout the Watch Party venue.
- Name and/or logo featured on virtual platform
- Opportunity for on site brand activation or presence at Watch Party live event
- Opportunity to address live/virtual audience for 30 seconds
- Four (4) reserved seats at Watch Party
- Name and/or logo featured on event T-Shirts

This sponsor level provides tuition for 1 Healthy Birth Ambassador (PCHWs)

*Live event attendance will follow current COVID-19 regulations.

\$5,000 JOURNEY TO THE MOTHERS OF GYNECOLOGY | CO-SPONSORED

- Name and/or logo featured throughout the Voice, Power, Legacy Watch Party venue.
- Name and/or logo featured on virtual platform
- Opportunity for on site brand activation or presence at Voice, Power, Legacy Watch Party
- Opportunity to address live/virtual audience for 30 seconds
- Four (4) reserved seats at Watch Party
- Name and/or logo featured on event T-Shirts

This sponsor level provides tuition for 1 Healthy Birth Ambassador (PCHWs)

*Live event attendance will follow current COVID-19 regulations.

\$1000 - VIRTUALLY VIBIN' BOX SPONSOR | UNLIMITED

- Promotion during your virtually vibin' box giveaway



RESERVE THE FOLLOWING SPONSORSHIP LEVEL(S):

_____ \$30,000 The Art of Birthing Title Sponsor

_____ \$10,000 Brunch & Bubbly Presenting Sponsor

_____ \$10,000 Cocktails & Canvas Presenting Sponsor

_____ \$5,000 Watch Party Presenting Sponsor

_____ \$5,000 Journey to the Mother's of Gynecology Sponsor

_____ \$1,000 Virtually Vibin' Box Sponsor

_____ Custom Birthing Sponsor – Don't see a sponsorship that fits your specific needs?

Please contact us at TheArtofBirthing@sistamidwife.com to customize a possible sponsorship opportunity just for you!

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 SISTA MIDWIFE PRODUCTIONS.

DEADLINE TO APPEAR ON T-SHIRTS IS AUGUST 9, 2021.



Thank You

TO OUR 2020 SPONSORS

Ambassadors



LAISSEZ FAIRE
PRODUCTIONS

Elizabeth Murray



Medallia



Champions



African American
Resource Collection



VICTORY



TULANE UNIVERSITY
NEWCOMB - TULANE COLLEGE

GLITTER & GOON

Partners



DILLARD
UNIVERSITY

