



CELEBRATING THE

20<sup>th</sup>

THE ART OF  
*Birth*

*Anniversary*

A Holistic Conference & Experience

OF

Presented by *Sista's Midwife*  
PRODUCTIONS

BRINGIN IN DA SPIRIT

OCTOBER 11- 15TH



“

“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  
*Birth*

*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

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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. .

## VIP WEARABLE ART EXTRAVAGANZA

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This Friday evening VIP Experience will kick off our live in-person events for the weekend. We will be showcasing our Art Exhibit which will include multiple interactive stations. And, for the first time, TAOB will officially host a Mama Baba and Me Fashion Show. In partnership with Tracy McCormick Designs, a Louisiana Healthy Birth Ambassadors, we will bring mothers, fathers and their children to the stage to strut their stuff. This event will also be an opportunity to meet and greet some of our beautiful Black Grand Midwives!

## BIRTH JUSTICE FILM FESTIVAL

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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

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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 Vibir Schedule

**SEPTEMBER  
DATE TBD**

### OFFICIAL TAOB KICKOFF HAPPY HOUR

*Virtually Vibir Happy Hour - Sneak Peek into TAOB*



**WEDNESDAY  
OCTOBER 11TH**

### BIRTH JUSTICE FILM FEST: VIRTUAL KICK OFF

*The Business of Birth Control*



**FRIDAY  
OCTOBER 13TH**

### VIP WEARABLE ART EXTRAVAGANZA



**SATURDAY  
OCTOBER 14TH**

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

*Documentaries will include:*

- Give Light*
- A Tribute to Fatherhood*
- Bone Black*
- Laboring with Hope*
- Bringin in da Spirit*

*Featuring shorts from Fellows from LEDE New Orleans*



\*All in person events will be held inside the Diboll Gallery & Auditorium at Tulane University's School of Public Health, 1440 Canal Street



PLEASE NOTE: EVENTS, DATES AND DETAILS ARE SUBJECT TO CHANGE.

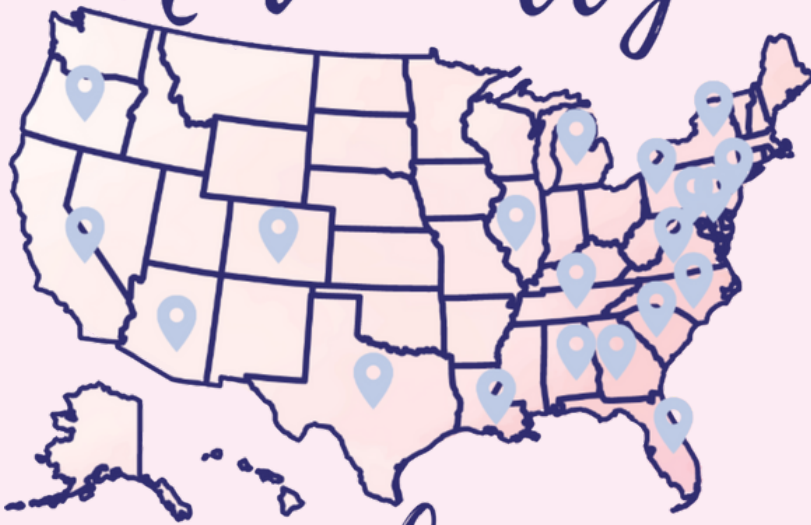
*Art as Advocacy*

# National

# AUDIENCE

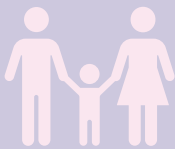


## Nationally



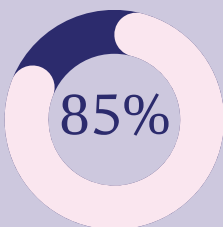
## Vibin'

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

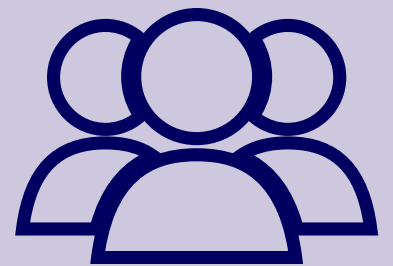


Collectively Sista Midwife Productions and The Art of Birthing have a social media audience of over 20K.

### TOP COUNTRIES



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



26,435

Accounts Reached





# 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 events

## Sponsorship Opportunities

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### \$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 – VIP Wearable Art Extravaganza 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 | 2 AVAILABLE

\*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

\_\_\_\_\_ \$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 possible sponsorship opportunity just for you!

Visit [www.theartofbirthing.info](http://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](mailto: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



BABY 1<sup>ST</sup>  
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