



May 1, 2025

Dear Valued Partner,

The Fresno County Breastfeeding Coalition (FCBC) will host the **17th Annual Breastfeeding Awareness Walk and Celebration**, on Saturday, August 2, 2025 at Woodward Park (Valley View Shelter), from 8:00 am to 11:00 am. We invite you to join us as a vendor for the annual event!

The mission of the Fresno County Breastfeeding Coalition is to empower families to successfully meet their breastfeeding/chestfeeding goals through advocacy, education, and promotion. Supporting breastfeeding increases health outcomes for birthing families and babies and reduces absenteeism and health care costs. Therefore, we host the annual walk to increase breastfeeding awareness and support for our community members, partners, and stakeholders.

This event, now in our 17th year, is a vital platform for promoting breastfeeding benefits and bringing the community together. At last year's walk we had 200 attendees, 10 community sponsors, 15 volunteers, and 10 breastfeeding families who participated in the "Snuggle and Suckle" latch event. Attendees enjoyed entertainment, exercise, refreshments, and received valuable information from 20 different community vendors.

As a vendor, your organization will have the opportunity to showcase its commitment to the community's health and well-being, while also gaining visibility among attendees and participants. Your financial support will help cover event expenses, such as venue rental, promotional materials, food, raffle items and educational resources. If you are interested in supporting our 17th Annual Breastfeeding Awareness Walk and Celebration, please complete the vendor form included.

Thank you for considering this opportunity to support breastfeeding and advocacy in Fresno County.

Sincerely,

Irma Valencia

Irma Valencia
FCBC Breastfeeding Walk Chair
(559) 517-5659
fresnobreastfeeds@gmail.com

2025 Sponsorship Opportunities



\$5000

Health Visionary Platinum Sponsor

- Premier size and placement of logo on event t-shirts
- Name and logo on marketing and event materials
- Social media acknowledgement
- Acknowledgement throughout event
- Priority resource booth space
- Speaking opportunity during the event



\$2500

Gold Sponsor

- Large size and placement of logo on event t-shirts
- Name and logo on marketing and event materials
- Social media acknowledgement
- Resource Booth space



\$1000

Silver Sponsor

- Medium size logo placement on event t-shirts
- Name and logo on marketing and event materials
- Social media acknowledgement
- Resource booth space



\$500

Bronze Sponsor

- Recognition during opening and closing
- Placement of company name on event t-shirts
- Social media acknowledgements
- Resource booth space

Alternative Donations: Donations of another value or in-kind are greatly accepted. See next page for more info.



Fresno County
Breastfeeding
Coalition

17th Annual

Breastfeeding Awareness Walk & Celebration

Saturday, August 2, 2025

8:00 AM - 11:00 AM

Woodward Park (Valley View Shelter)

**Free t-shirt*, snacks, giveaways, children's
activities, music, and more!**

**While supplies last*

To participate in the walk &
celebration, please register
HERE or scan the QR code.

**For vendor or sponsorship opportunities,
email fresnobreastfeeds@gmail.com**

Scan me





Fresno County
Breastfeeding
Coalition

17ª Anual

Caminata y celebración sobre la lactancia materna

Sábado, 2 de agosto, 2025

8:00 AM - 11:00 AM

Parque Woodward (Valley View Shelter)

**¡Camiseta gratis*, aperitivos, regalos,
actividades para niños, música, y más!**

**Hasta agotar existencias*

Para participar en la caminata
y la celebración, regístrese
AQUÍ o escanee el código QR.

**Para oportunidades de patrocinio,
envíe un correo electrónico a
fresnobreastfeeds@gmail.com.**

*Escanee
el Código*



Fresno County Breastfeeding Coalition (FCBC)

17th Annual Breastfeeding Awareness Walk and Celebration

Fund/Subclass: 0001/10000

Organization: 56201715

Account: 7295