



Working together for healthy starts

-IN PARTNERSHIP WITH-



Nurtured from the Start:

Research,
Practice, and
Policy to Advance
Maternal-Infant
Health

2027 STATEWIDE MATERNAL
AND INFANT HEALTH
CONVENING



May 11–12, 2027

Embassy Suites
Cary, North Carolina



**SPONSORSHIP
PROSPECTUS**

Lasting change takes coordinated action.

About the Convening

A statewide forum designed to move evidence into action and partnership into impact.

North Carolina stands at a pivotal moment for maternal and infant health. Despite dedicated efforts across the state, maternal mortality, infant mortality, and persistent disparities by race, geography, and income remain urgent challenges.

Rural communities face shrinking access to obstetric care. The maternal health workforce is stretched thin. And the policies that shape who receives care - and how - are evolving rapidly.

Nurtured from the Start brings together the people who can change that picture: clinicians, public health leaders, policymakers, payers, researchers, community organizations, philanthropic partners, and advocates.

Over a day and a half, participants will move across three themes - Research, Practice, and Policy - to translate evidence into action, share what is working across North Carolina and the nation, and build the cross-sector partnerships needed to improve outcomes for mothers and babies.



Convening at a Glance



250

Statewide
leaders



1.5

Days of
collaboration



3

Themes:
Research,
Practice & Policy



3

Priority areas
shaping
statewide
action

Why Sponsor

Sponsoring Nurtured from the Start positions your organization at the center of North Carolina's maternal and infant health conversation.

This is not a trade show. It is a working convening of decision-makers and implementers - the people who shape clinical practice, purchase services, set policy, fund programs, and direct resources.

Your sponsorship helps create the space for statewide alignment, community voice, practical learning, and action-oriented partnership.



Research, Practice and Policy in Action



Research

Translating maternal and infant health evidence into practice, examining disparities, and making the economic case for investment.



Practice

Highlighting innovative models of care, workforce strategies, rural access solutions, mental health supports, and community-based interventions.



Policy

Exploring Medicaid optimization, legislative pathways, federal-state alignment, and cross-sector policies that support families.

Priority Focus Areas



Maternal Health Workforce

Strengthening and diversifying the pipeline of clinicians, midwives, doulas, and community health workers serving birthing families.



Rural Health Access

Closing geographic gaps through rural health transformation, shared maternity care models, and digital access strategies.



Public Policy Optimization

Aligning Medicaid, workforce, and family economic-support policies to improve outcomes and reduce disparities.

Convening Strategic Goals

Raise Awareness of the maternal and infant health crisis by leveraging high-visibility storytelling to drive action.

Advance Policy and Practice through evidence-based practice and policy that close healthcare gaps.

Mobilize Sustainable Investment to increase public and private sector investment in maternal and infant health.

Evidence informs practice. Practice shapes policy. Policy creates the conditions for lasting change.

Who Will Be in the Room

A cross-sector audience of leaders positioned to influence policy, practice, funding, and systems change across North Carolina.



State and Local Policymakers

Legislators, state agency leaders, county officials, and staff shaping health and family policies.



Payers and Managed Care Plans

NC Medicaid leaders, insurers, and care management organizations.



Health Systems and Clinical Leaders

Hospital executives, OB/GYNs, family medicine physicians, pediatricians, midwives, nurses, behavioral health specialists.



Researchers and Academic Partners

University faculty, researchers, data experts, and evaluation partners.



Public Health and Community Organizations

Local health departments, community-based organizations, doulas, community health workers, and advocates.



Philanthropy, Innovators, and Private-Sector Partners

Foundations, investors, employers, and solution providers advancing maternal and infant health.

250 Leaders. Multiple sectors.

One shared goal: healthier outcomes for mothers and babies.



What This Audience Means for Sponsors



Direct visibility with decision-makers and implementers



Access to health systems, payers, funders, and policymakers



Relationship opportunities to build cross-sector relationships



Insights into emerging maternal and infant health priorities



Sponsorship Tiers

PREMIER OPPORTUNITY



PRESENTING SPONSOR

ONE
AVAILABLE

\$25,000

Premier Visibility Branding

- Top-tier logo placement on all conference materials, marketing, signage, and stage
- Premium exhibit table placement
- Full-page program ad
- Verbal sponsor recognition during plenary sessions by convening leadership
- Website and digital promotion
- 10 sponsor registrations



CHAMPION SPONSOR \$15,000

- High Visibility Branding - Prominent logo placement on convening materials, marketing, signage and stage
- Preferred exhibit table placement
- Half-page program ad
- Verbal sponsor recognition during plenary sessions
- Website and digital recognition
- 6 sponsor registrations



6 Registrations



Exhibit Table



ADVOCATE SPONSOR \$7,500

- Logo placement on convening materials, marketing, and signage
- Exhibit table
- Quarter-page program ad
- Written sponsor recognition during plenary sessions
- Website and digital recognition
- 4 sponsor registrations



4 Registrations



Exhibit Table



SUPPORTER — \$2,500

- Logo placement on program
- Exhibit table
- Written sponsor recognition during plenary sessions
- Website and digital recognition
- 2 sponsor registrations



2 Registrations



Exhibit Table



ALLY — \$750

- Listing on program
- Website and digital recognition
- 2 sponsor registrations



2 Registrations



No Exhibit Table



Custom packages are available for organizations seeking a tailored combination of visibility, content engagement and community investment.

Additional Opportunities

Sponsorship Prospectus

These may be added to a sponsorship package or supported as stand alone opportunities; tailored to each opportunity.

CONVENING EXPERIENCES



EVENING RECEPTION • \$10,000

Support a welcome reception for all attendees with signature sponsorship recognition.



KEYNOTE LUNCHEON • \$7,500

Enjoy a marquee luncheon with sponsor recognition.



COMMUNITY & LEARNER PARTICIPATION - \$5,000

Supports participation of community organizations, students, trainees, and early-career professionals, helping ensure diverse community and emerging workforce perspectives are represented throughout the convening.



STORYTELLING & POST-CONVENING IMPACT \$4,000

Supports the collection of participant stories and community narratives, along with follow-up resources and communications that extend learning and collaboration beyond the convening.

SPONSORSHIP AT A GLANCE

Tier	Investment	Regs.	Exhibit	Program	Sponsor Recognition
 Presenting Sponsor	\$25,000	10	Premium	Full page	Top-tier logo placement on all conference materials, Verbal recognition by convening leadership, digital
 Champion	\$15,000	6	Preferred Table	Half page	Prominent logo placement on conference materials, Verbal recognition at plenaries, digital
 Advocate	\$7,500	4	Table	Quarter Page	Logo placement on conference materials, written recognition at plenaries
 Supporter	\$2,500	2	Table	Logo	Written recognition during plenary sessions and digital
 Ally	\$750	2	-	Listing	Digital



SPONSORSHIP DETAILS

- Commitment deadline: January 15, 2027
- Logo & advertisement deadline: March 15, 2027
- In-kind sponsorships welcomed



Custom packages are available for organizations seeking a tailored combination of visibility content engagement and community investment.



Lasting change takes coordinated action

Nurtured from the Start brings together the people, evidence, and resources needed to improve outcomes for mothers and babies, especially in communities and regions where the need is greatest.

**Your partnership helps turn
shared priorities into statewide
action.**

CONVENING PARTNERS



Become a Sponsor



Melodie Baker, Ph.D. Convening Lead,
ImpactSTATS Inc.



melodie@impactstats.org



(716) 868-5970



www.nurturenc.org

Sponsorships of all sizes make a difference. Join us in creating healthier starts for mothers, babies and families across North Carolina.

Planned in collaboration with statewide public health, clinical, academic, government, philanthropic, and community partners. A full planning committee list will appear in the final program.



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