



CALL IT PFD

2024 PFD Awareness Month
Sponsorship Opportunities



RAISE AWARENESS. SUPPORT THE CAUSE. GET NOTICED.

Each May, we celebrate **Pediatric Feeding Disorder (PFD) Awareness Month**, both in the United States and around the world. This year, we are celebrating our 6th Awareness Month to raise awareness of PFD, dispel myths, and share family stories showing the real picture of PFD.

Sponsorship of this online campaign offers robust opportunities to **promote your business** and showcase your support of Feeding Matters and our vision to create a world where children with PFD will thrive.

Feeding Matters is dedicated to partnering with our generous sponsors and can offer **customizable options** that meet your needs.

Sponsorship Contact:

Jen Lambert
events@feedingmatters.org
623.242.5234 x 313



Feeding Matters Staff

We can't wait to work with you!

Click here when you're ready to make your sponsorship commitment!





RAISE HOPE. RAISE AWARENESS.

By sponsoring the 2024 Call it PFD Awareness Campaign, you are supporting our largest awareness event of the year. Each year, our awareness month sees exponential growth, allowing our message to reach the families that need it.

2023 PFD Awareness Month Recap



Reach

- 138k Instagram accounts
- 18,382 web visitors
- 131 countries



Media

- 33 publications
- 1.4 million media views
- 52 million publication audience



Proclamations

- 16 states declared PFD Awareness Month
- 2 in-person declaration signing events



Family Support

- 65 families directly supported
- 800 views to our family resource page

“The despair I felt before meeting you and the hope I feel one year later is truly priceless. You are such a gift.”



2024 PFD AWARENESS MONTH PLAN

The following activities are planned for our 2024 PFD Awareness Month campaign:

Social Media

160,000 audience reach projected

- Shared by influencers, micro-influencers, and strategic partners
- 4 educational live events with subject matter experts
- 12 social media in-feed posts
- 4 family story reels
- 2 awareness month specific reels

Email Campaigns

9,000 audience size with 50% open rate

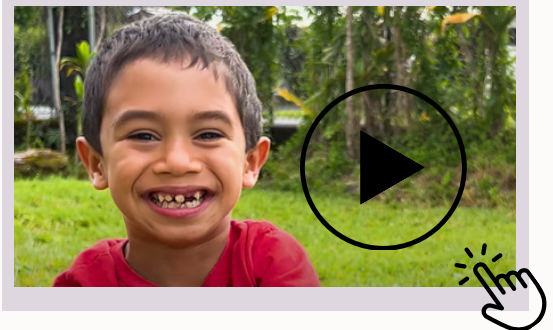
- 4 dedicated email blasts
- 1 newsletter feature
- 1 dedicated email to over 1,000 conference attendees

Individual Reach

Awareness month fundraising campaign

- Month long peer-to-peer fundraising campaign
- 40+ peer to peer fundraisers
- Engagement from all 50 states

Watch the 2023 PFD Awareness Month video to learn more about what our PFD families face every day, every meal, every bite.



RECOGNITION LEVELS

Recognition	Presenting \$15,000	Nourish \$7,500	Conquer \$2,500	Advocate \$500
Inclusion in web page <i>19,000 viewers projected</i>	Logo	Logo	Name	Name
Inclusion in all email communications <i>9,000 audience with 50% open rate</i>	Logo	Logo	Name	
Social Media Recognition <i>160,000 account reach projected</i>	All posts	2 posts	1 post	
Inclusion on individual fundraising pages <i>40 fundraisers projected</i>	Logo	Logo	Name	
Recognition in 2-3 campaign video reels on social media				
Facetime with our members	1-hour roundtable	Live Chat		
T-shirts & Merch for your team				
Inclusion in all press releases	Name			
Commercial opportunity in event reel (if confirmed by March 25)				
Shareable graphic included in Awareness Month Toolkit	Logo			



These items are included in the sponsorship level.

Click here to make your commitment!

