



LA LECHE LEAGUE
CANADA

65 Years of Supporting Families

SPONSORSHIP ADVERTISING PACKAGE



2026



WHO WE ARE

Every day, families reach out to LLLC looking for more than breastfeeding information. They're looking for reassurance, connection, and someone who understands what they're experiencing. Through our network of more than 240 trained volunteer Leaders, free prenatal education, local and virtual support Groups, educational videos, Virtual Library, and one-to-one peer support, we're able to walk alongside thousands of families across Canada during one of the most transformative periods of their lives.

Our reach continues to grow. Over the past three years, more than **3,500 families** have registered for our free Breastfeeding Essentials prenatal class. Our **website receives approximately 75,000 visits each week**, more than **4,000 families and healthcare professionals** use our Virtual Library, and we've built a community of more than **22,000 followers** across Facebook, Instagram, TikTok, and YouTube.





Why Partner with LLLC?

Breastfeeding is one of the most powerful investments we can make in the health of babies, mothers, families, and communities. It gives **babies the healthiest possible start, supports maternal health, strengthens food security, and reduces healthcare costs.** Research shows that trained **peer support significantly improves breastfeeding initiation, duration, and confidence**, while also **reducing isolation and supporting maternal mental health.** *When families are supported, communities are stronger.*

For 65 years, LLLC has been providing free, evidence-informed support when questions, challenges, or uncertainty arise.

What surprises most is that LLLC receives **no government funding.** Every support group, phone call, online resource, prenatal class, and educational program is made possible through the generosity of donors, sponsors, grants, and community partners.

Like many charities, we are navigating rising costs while responding to growing demand. Technology, translation, educational resources, insurance, website hosting, and administrative support are all essential to ensuring families across Canada can continue accessing trusted, free support.

By advertising in our 65th Anniversary Program or becoming an event sponsor, you're doing more than promoting your business. **You're helping ensure that every family has access to compassionate, evidence-informed peer support,** regardless of where they live or their financial circumstances. **Together, we can continue building healthier families, stronger communities,** and a future where every parent feels supported.

In-Person Event Program Advertisement Opportunity

On October 3, 2026, LLLC will bring together **volunteers, healthcare professionals, community partners, government officials, media, and families** at the St. Francis Centre for the Arts in **Ajax, Ontario**, to celebrate 65 years of supporting Canadian families. The celebration will feature **inspiring speakers, meaningful conversations, and opportunities to connect**. To extend the impact beyond the event, all speaker presentations will be recorded and shared on the La Leche League Canada YouTube channel, allowing families and professionals across Canada to benefit from this educational content.

\$750

FULL PAGE
5" x 8"

(Landscape - Full Page)

\$225

HALF PAGE
5" x 3.875"

(Landscape - Half Page)

\$125

QUARTER PAGE
2.375" x 3.875"

(Portrait - Quarter Page)

\$125

BUSINESS CARD
3.5" x 2"

*(Landscape -
Business Card)*

Sponsorship Levels

Benefits	Bronze \$250	Silver \$500	Gold \$750	Title \$2500
Free event tickets	✓	✓	✓	✓
Social media acknowledgement	✓	✓	✓	✓
Item in gift bag	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓
Email blast feature with logo		✓	✓	✓
Table/exhibit space			✓	✓
Company logo on website 1 year term				✓
Recognition in post-event communications				✓
Speaking Opportunity at Event				✓

Other Ways to Help

We are asking that you join our list of growing community supporters in ensuring that parents receive the support they deserve for another 65 years.

Businesses can support LLLC by:

- **Financial sponsorships**
- **Event sponsorships**
- **In-kind donations of products or services**
- **Employee volunteer and workplace giving programs**
- **Community awareness partnerships and social media giveaways**
- **Educational collaborations**
- **Venue or meeting space donations**
- **Professional services (marketing, design, printing, legal, accounting, etc.)**



CURRENT CORPORATE SUPPORTERS



embrace





We know meaningful partnerships are built on shared values, and we would be honoured to explore this further. Your investment reaches beyond a single program or initiative. It helps **ensure families have access to free, evidence-based information and trained compassionate peer support**. We would love the opportunity to build something that makes a lasting difference, together.

Warmly,

Nikki Bell

Director of Operations LLLC
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