

Sponsor Impact Report

3rd Annual Centering Joy in the Black Birthing Experience Conference (CJBBE 2026)

*This sponsor impact report is designed for distribution to all CJBBE 2026 sponsors. Content intentionally reflects **shared outcomes and collective impact**, while allowing for optional sponsor-specific customization (e.g., logo placement, acknowledgment tiers, or tailored cover letters).*

Executive Overview for Sponsors

The **3rd Annual Centering Joy in the Black Birthing Experience Conference (CJBBE 2026)**, held **April 10–11, 2026**, delivered measurable value to sponsors while advancing equitable, community-centered Black maternal health outcomes. Through a combination of high-engagement programming, targeted audience reach, multi-day visibility, and strong financial stewardship, CJBBE 2026 proved to be a **high-impact sponsorship investment**. Together, sponsors supported programming that reached **250+ participants** across conference and pre-conference events, generated **demonstrable learning and practice change**, and reinforced sponsor brands as partners in solutions-driven, Black-led health equity work.

Sponsor Visibility & Brand Exposure

Sponsors received meaningful, values-aligned exposure through:

- Placement across **conference materials, signage, digital platforms, and announcements**
- Visibility within the **Whova event app**, including announcements with a **90% open rate**
- Direct exposure to attendees during high-engagement sessions and networking moments

- Presence at the **Pre-Conference Mixer**, offering informal, high-touch relationship-building

Collectively, sponsor support enabled a **welcoming, accessible, and high-quality conference experience** consistently praised by attendees.

Audience Reach & Demographic Alignment

Sponsorship supported engagement with a **highly targeted audience**, including:

- Doulas, midwives, nurses, physicians, and lactation professionals
- Public health and maternal-child health leaders
- Community-based organizers and advocates
- Academic institutions and policy influencers
- Foundations and health-equity stakeholders

Geographic Reach

- Representation from **32+ cities** across Illinois, Missouri, Kansas, Nebraska, Indiana, and beyond
- Strong attendance from the St. Louis regional maternal-health ecosystem

This ensured sponsors reached professionals and community leaders positioned to **apply, amplify, and sustain collective impact**.

Engagement Metrics (Sponsor-Relevant)

- **205 conference registrations | 146 checked-in attendees**
- **60% Whova app adoption | 85% active usage**
- 945 agenda views
- 107 community board posts
- 50 direct attendee messages
- 21 sponsor-enabled announcements with **90% open rate**

These metrics reflect strong engagement and increased **brand trust and recall** for all sponsors.

Learning Impact Made Possible by Sponsor Support

Collective sponsor investment directly enabled:

- Simulation-based learning on preventable maternal emergencies
- Culturally affirming, trauma-informed breakout sessions
- Centering of **joy as a health outcome**, reframing deficit-based narratives
- Inclusion of Black fathers, doulas, and community birth workers as essential actors

Reported Outcomes (Post-Conference Surveys)

- Vast majority rated the conference **Excellent**
- Nearly universal agreement that knowledge increased
- High confidence in applying lessons learned
- Strong intent to advocate for systemic and practice-level changes

Attendees repeatedly cited the conference as **affirming, refueling, and transformative**.

Pre-Conference Mixer: Added Multi-Sponsor Value

April 10, 2026 | 1st Annual CJBBE Mixer

- **86 tickets issued** across multiple states
- Attendance from sponsors, speakers, clinicians, and community leaders
- **Net revenue:** \$1,260 (offsetting event costs)

The Mixer created an informal environment where sponsors were experienced as **trusted partners and collaborators**, rather than transactional funders.

Financial Stewardship & Return on Investment

Income Summary

- Sponsor revenue: **\$77,651.77**
- Pre-conference revenue: **\$1,260.00**
- Local business support: **\$1,000.00**

Total Income: \$79,911.77

Expenses

- Total expenses: **\$67,526.67**

Net Outcome

- **Net surplus: \$12,385.10**

Sponsors can be confident their collective investment was managed with **fiscal responsibility, transparency, and sustainability**.

Sponsor Alignment & Shared Values

CJBBE sponsorship reflects a shared commitment to:

- Health equity and racial justice
- Black-led, community-centered solutions
- Evidence-informed and experiential learning
- Sustainable systems change

This collective alignment amplified impact beyond what any single sponsor could achieve.

Forward-Looking Opportunities for Sponsors

Based on 2026 outcomes, sponsors are invited to explore:

- Expanded **multi-day programming**
- Increased **simulation and experiential learning** tracks
- Year-round community engagement and digital convenings
- Tiered sponsorship packages with tailored recognition
- Enhanced co-branded impact reporting

Closing Collective Acknowledgment

The success of CJBBE 2026 was made possible through the **collective investment of committed sponsors** who believe in advancing joy, equity, and community power in Black birthing experiences.

We are honored to partner with you—and look forward to building the next chapter together.

Links to Videos: [CJBBE 2026 1st Pre/Conference Mixer](#)
[CJBBE Ain't I a Woman Recap Video](#)