

JANUARY 2020



THE *vba* LINK

# Host Kit- Course and Event Sponsorship Information

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[thevbaclink.com](http://thevbaclink.com)

## 01

## OUR GOAL

The VBAC Link's mission is to make birth after Cesarean better by providing education, support, and a community of like-minded people. Owned by us, Julie Francom and Meagan Heaton, VBAC moms, doulas, educators, and doula trainers, we have supported over 700 women on their individual VBAC journeys and have a community of thousands of women all over the world. Our reach is far, wide, and impactful

Having us speak at your event or teach our signature parents and doula courses will be just the thing your birth community needs to become bigger, stronger, and more united; especially in the areas of increasing VBAC and reducing the overall Cesarean rate.

## OUR COMMITMENT

- The Advanced VBAC Doula Certification course is awarded four CEUs from ICEA.
- We will provide one scholarship to a student in need per event.
- A questionnaire to be filled out ahead of time so we can get to know the specific challenges of your birth culture so we can fine tune our courses and presentations to best fit those needs.
- We will create an event on our Facebook page, website, and share on our social media pages to promote your event to our audience in your area.
- We will schedule a 30-minute conference all two-three months before you event to better understand your needs and answer any questions.
- We will always be available by email to work out details or answer questions.
- Registration for our doula and parents course will be available through our website.

Get one-on-one with The VBAC Link: ask your questions and have them answered in greater depth.

## 02 HOST COMMITMENTS

The event host receives one free ticket to either the doula or parents training in exchange for their responsibilities listed below.

### FOR DOULA TRAINING/PARENTS COURSES:

- Consider the size of the local birth community, venues, and other factors for ease of filling a course.
- To cover travel and accommodations, we must have 30 people registered for the training(s) for us to attend.
- The host is responsible for booking a space and refreshments for the day. Space requirements: 1,000-square foot room is best; room for doulas and parents to move around in and get in different positions is necessary.
- The host will be in charge of promoting the workshop locally in emails, social media, and other events in the months before this workshop.
- Courses are six hours long with a one-hour lunch break in between. Host can either provide lunch or select a venue with lunch options close by.
- If you want us to teach a course for parents AND doulas, they will need to happen on two different, consecutive days so we have time for discussion and to answer questions without cutting the students short on time.
- Please consider providing healthy refreshments and/or lunch. Consider grain and gluten-free choices as well as low or no sugar depending on your students' needs.

### FOR SPEAKING ENGAGEMENTS:

- We will arrange a 30-minute phone call to discuss the needs of your local community to customize our presentation to your area around the time of booking AND prior to the event.
- We will speak for one to three hours on VBAC and/or Cesarean situations specifically touching on your local audience concerns and desires (this will need to be determined 30 days before we arrive).
- Venue provided by host.

## 03 THE INVESTMENT

### **FOR DOULA TRAINING/PARENTS COURSES:**

- We offer an early bird pricing of \$219 that ends 45 days before the event starts. After that, pricing goes up to \$240.
- Classes should be at two-thirds enrollment before early bird pricing ends.
- 30 enrollments minimum are required for us to meet our travel expenses and needs. This can be for just one training or divided between two trainings (a doula course one day and a parents course the next, for example).
- Students will enroll on our website, [thevbaclink.com/events](http://thevbaclink.com/events); maximum class size is 40 students.
- For the parents course, one enrollment covers a birthing person and a birth partner.
- For doula trainings, if the doula misses the class because they get called to a birth, we will either refund the course OR enroll them in the online course with a 30-minute one-on-one phone call with Julie and Meagan after completion to answer questions.

### **FOR SPEAKING ENGAGEMENTS:**

- Fees are calculated on an individual basis and include travel and accommodations, a \$500 flat fee, and an additional \$200 per speaking hour.
- 50% of the agreed upon fee is due at the time of booking.
- The remaining balance is due 45 days before the event.

## 04 CANCELLATION

Once an event date is established, we expend time and resources on your behalf. As a result, we charge a cancellation fee to recover upfront expenditures and/or losses that may occur by not scheduling other events during that time frame.

Should the presentation need to be postponed or cancelled for any reason, the following fee schedule shall apply:

### FOR COURSES:

Students who have already enrolled will be converted to the online, self-paced format and will be able to schedule a 30-minute one-on-one call with Julie and Meagan after course completion.

### FOR SPEAKING ENGAGEMENTS:

Less than 30 days before event: 100% fee will be charged. Between 30–90 days before event: 50% fee will be charged. More than 90 days before event: No fee charged.

## HOW TO BOOK

Please email [info@thevbaclink.com](mailto:info@thevbaclink.com) to schedule and book. Please note, being professional doulas as well, we typically book our engagements at least nine months out. Exceptions occur only rarely and on a case by case basis.