



## Welcome

### We invite you...

to join us at the Science Museum, London, 1st November 2018, to celebrate the 40th birthday of the amazing Louise Brown, the world's first IVF baby.

The inaugural Pineapple Ball will be a dazzling event that will gather the fertility community together on the eve of World Fertility Day.

It will bring together organisations from across the globe that are leading the battle against infertility and childlessness around the world.

Join us on the night to help the 50 million couples worldwide suffering from fertility issues.

#ivfstrongertogether

# About the *Pineapple Ball*

The Pineapple Ball will gather together over 300 leaders, influencers and innovators from the assisted reproduction industry for an evening of celebration, networking and entertainment. The event is being organised to raise funds for Babble Giving and Fertility Network UK, two charities dedicated to helping people achieve their dream of a family. This collaboration will help to relieve both the practical and the financial barriers that many potential parents encounter. By getting involved, you will be supporting our fundraising efforts. We are stronger together.

Set in the inspirational surroundings of the Science Museum, London, The Pineapple Ball promises to be a dazzling event that will provide the perfect occasion for members of the Industry to connect with existing contacts and to initiate new relationships.

The Pineapple Ball will give our sponsors access to an extensive network of organisations, businesses and individuals who are connected through the inspirational assisted fertility industry. Becoming a sponsor of the event will provide a high-profile platform for companies to achieve significant industry brand exposure before, during and after the event. If you would like to discuss sponsorship opportunities, or to have the chance to host a table for your clients and peers during the Gala Dinner please contact:

sponsorship@ivfbabble.com







# A charity dedicated to improving fertility awareness and the gift of financial aid

The Pineapple Ball is the first fundraising event for IVFbabble's new charity, Babble Giving.

It is a joint event, to celebrate 40 years of IVF, with the wonderful Fertility Network UK with all funds raised being shared between both charities.

Babble Giving is a charity set up by the founders of IVF Babble (IVFbabble. com) dedicated to improving awareness of the issues surrounding fertility and supporting financial access to assisted reproduction treatments for couples and individuals around the world.

Babble Giving is dedicated to raising the profile of all issues concerning fertility by adding value and supporting existing fertility charities.

Fertility Network and Babble Giving are excited to be joining forces to help relieve the suffering of some of the estimated 50 million couples worldwide who are struggling to conceive.

We are stronger together.

Fertility Network UK is the nation's leading patient-focused fertility charity. There are 3.5 million men and women in the UK dealing with fertility issues right now and this number is growing.

Fertility Network are here to support people, whether they have just begun to think about starting a family, have been struggling for some time, are having assisted fertility treatment, or have unfortunately reached the end of their fertility journey unsuccessfully. We provide free and impartial support on a practical and emotional level through our telephone lines, support groups and online support forums. This vital service is essential – did you know that 90% of people say they felt depressed during their fertility struggle with 42% saying they felt suicidal.

For those who aren't successful, we offer support and advice on alternative outcomes such as adoption, surrogacy, egg and sperm donation and childlessness.

Our education project works with schools and universities across the UK to raise awareness of the importance of fertility education in protecting and maintaining future fertility. We also work closely with corporates to ensure their Fertility Policies are comprehensive and up to date.

We are a small charity working hard to help the 1 in 6 men and women affected by the devastation and pain fertility issues wreak. We do not receive any guaranteed funding and rely on grants and the generosity of our supporters.

Thank you so much for supporting Fertility Network UK by being involved in the Pineapple Ball.



"I can't thank the local Fertility Network group enough. We joined at the lowest point in our lives on our fertility journey and the kindness and support we received was second to none."

- Fertility Network Support Group Member

"IVFbabble is a direct route to those going through fertility struggles. With readers from around the globe who are experiencing – or knowing someone who is going through – the journeys reflected on our pages."



- Tracey Bambrough and Sara Marshall-Page Founders, IVFbabble



DIAMOND



## Sponsorship Opportunities

### Diamond Sponsor

£15,000

- Host of the Drinks Reception in Energy Hall, utilising the unique branding opportunities available in this remarkable space
- Exclusive, dedicated newsletter to our industry database announcing sponsorship
- Full page advert in Pineapple Ball programme, plus one page editorial and branding on cover
- Inclusion in Sponsors email sent out to our industry database announcing details of all sponsors and exciting news about the Pineapple Ball
- Inclusion of logo and brand information on all Press & PR releases
- Advert in three of our regular newsletters leading up to the event
- Branding throughout the halls during event
- Mention in all related marketing and advertising materials before and after event and branding included on invite sent out to all attendees
- Regular mentions on social media platforms
- Two tables for 20 guests (10 guests per table) at the Pineapple Ball with your logo displayed on centerpiece. Tables prominently located.
- Homepage Takeover for 2 weeks, Sun 28th Oct Sat 10th Nov 2018
- One leaderboard advert for six weeks on chosen page (not homepage) to be taken during the 6 months following the event
- Opportunity to send out thank you email to all attendees and contacts in our industry database after the event (within 3 weeks of Pineapple Ball)
- Exclusive, dedicated newsletter to our industry database announcing sponsorship

## Sponsorship Opportunities

### Platinum Sponsor x2

£8,000

- Leaderboard advert for three weeks on chosen page (not homepage)
- Half page advert in Pineapple Ball programme and half page editorial
- Advert in two of our regular newsletters leading up to the event
- Inclusion in Sponsors email sent out to our industry database announcing details of all sponsors and exciting news about the Pineapple Ball
- Inclusion of logo and brand information on all Press & PR releases
- Branding in dining hall during event
- Mention in all related marketing and advertising materials before and after event and branding included on invite sent out to all attendees
- Regular mentions on social media platforms
- One table for 10 guests (10 guests per table) at the Pineapple Ball with your logo displayed on centerpiece. Table prominently located.



PLATINUM







GOLD



babblegiving

## Sponsorship Opportunities

### Gold Sponsor x2

£6,000

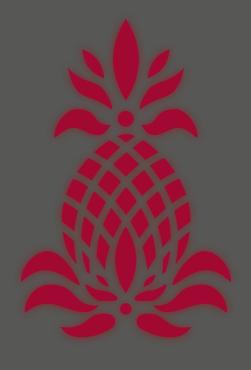
- Double Sky or MPU advert for 1 week
- Half page advert in Pineapple Ball programme
- Inclusion in Sponsors email sent out to our industry database announcing details of all sponsors and exciting news about the Pineapple Ball
- Regular mentions on social media platforms
- Inclusion of logo and brand information on all Press & PR releases
- Branding in dining hall during event
- Mention in all related marketing and advertising materials before and after event
- Regular mentions on social media platforms
- One table for 10 guests (10 guests per table) at the Pineapple Ball with your logo displayed on centerpiece. Table prominently located.

## Sponsorship Opportunities

Wine Sponsor

£5,000

- Opportunity to choose wine for the tables from selection provided by venue
- Inclusion of logo and branding on menu in Pineapple Ball programme
- Half page advert in Pineapple Ball programme
- Inclusion in Sponsors email sent out to our industry database announcing details of all sponsors and exciting news about the Pineapple Ball
- Inclusion of logo and brand information on all Press & PR releases
- Branding on stage during dinner
- Mention in all related marketing and advertising materials before and after event
- Regular mentions on social media platforms





WINE





## ENTERTAINMENT & HOST



babblegiving

## Sponsorship Opportunities

#### Entertainment & Host Sponsor

£10,500

- Sponsorship of Celebrity Host and the evening's entertainment in the Making the Modern World hall during dinner and then post-dinner in Space Hall
- Inclusion of logo and branding in Pineapple Ball programme on Entertainment page
- Half page advert in Pineapple Ball programme
- Inclusion in Sponsors email sent out to our industry database announcing details of all sponsors and exciting news about the Pineapple Ball
- Inclusion of logo and brand information on all Press & PR releases
- Branding during dinner and post-show entertainment
- Mention in all related marketing and advertising materials before and after event
- Regular mentions on social media platforms
- One table for 10 guests (10 guests per table) at the Pineapple Ball with your logo displayed on centerpiece. Table prominently located

# Sponsorship Opportunities

### Pineapple Pin Sponsor (x5)

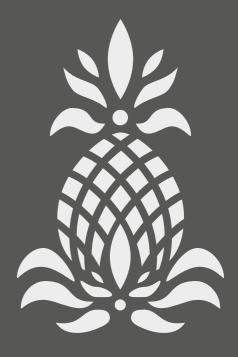
£2,000

- Branding on pin holder card for exclusive Pineapple Ball 2018 Pineapple Pin
- Each attendee at the ball will receive a free pin, on their place setting.

### Table Host (per table)

£2,400

- Why not host a table for 10 at the Pineapple Ball Gala Dinner on 1st November
- You and your guests will be welcomed to the Science Museum drinks reception in the Energy Hall before moving through to the Making of the Modern World Hall for a delicious dinner
- After the dinner, there will be entertainment and drinks available in the Space Hall until late with dancing and drinks
- Your logo will be displayed on your table centrepiece and your company mentioned in the Pineapple Ball program
- Regular mentions on social media platforms



PIN <u>or</u>
TABLE HOST



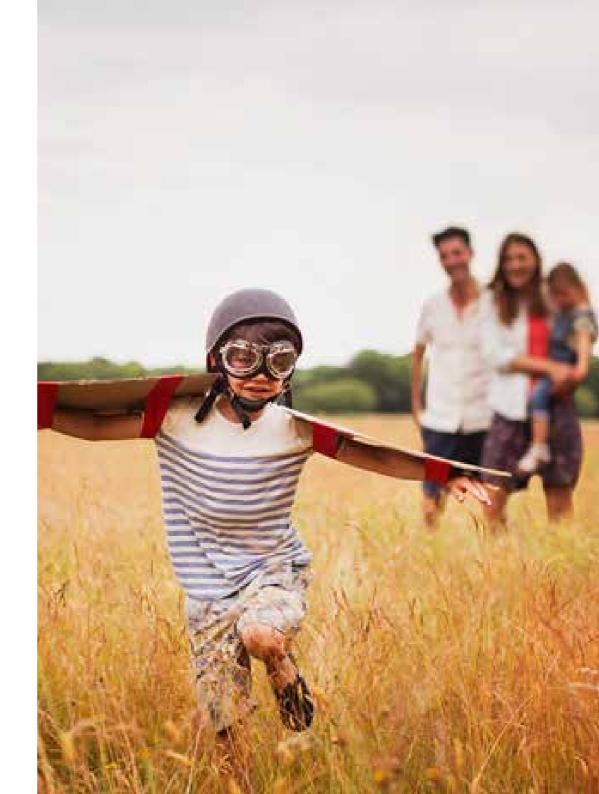


ABOUT US

# bable

IVF babble is an exciting and revolutionary online magazine, offering its readers unrivalled access to the most comprehensive collection of global fertility news and advice from leading experts.

Described by the press as "The ultimate comfort, support and information hub, an unmissable read for men and women going through or considering fertility treatment."



### **The** Brand

We offer multiple touch points and opportunities to engage with the content every day of the week online or via all our social media platforms.



## Our Reach

IVF Babble is accessed across the globe by couples and individuals who are looking for information, support and advice to help them on their fertility journey. This is an increasingly sophisticated audience who expect to be able to access quality, peer-reviewed information instantly. In delivering data in multiple languages to patients of the many hundreds of clinics located around the world, IVF Babble is unique in its reach and the breadth of its content. Supported by respected Specialists and Consultants from the world's leading clinics and research facilities, we provide the latest news and advice, along with supportive articles and useful tools, to a growing demographic.

With the Global Fertility Services market predicted to grow to over \$30,000 million in the next 5 years, this is an exciting time for its participants. Celebrating its 40th birthday this year, this industry is on the threshold of a new era of fertility services. IVF Babble is ideally placed, as a high-profile platform, to extend the reach of brands looking to garner clients around the world.

Here is some information on our brand and some statistics on our audience, along with details of our regular advertising and site sponsorship fees.













Fertility Preservation



Lesbian Couples



Heterosexual Couples





## Audience

We reach a global, highly targeted audience of men and women looking for fertility guidance.

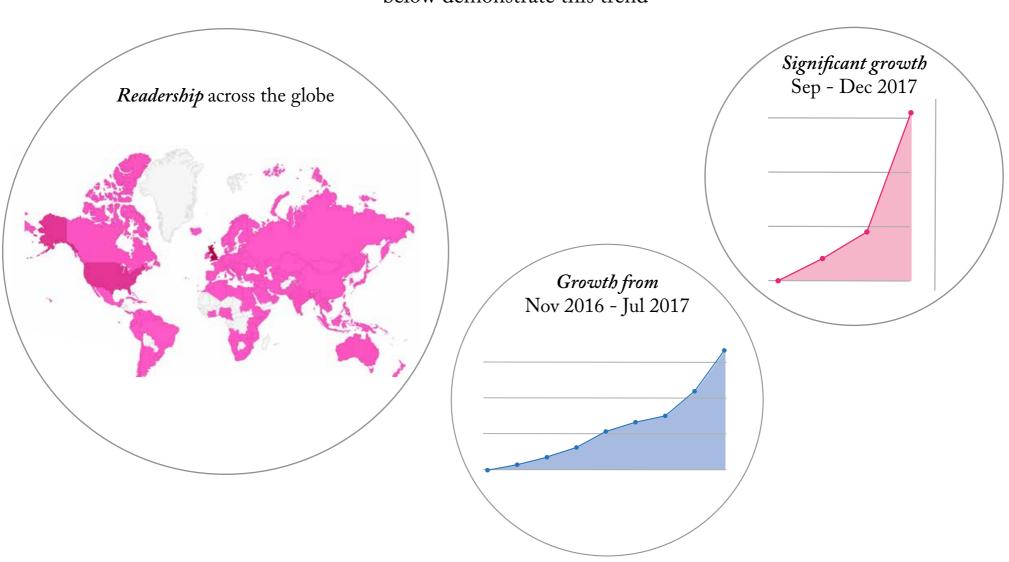
Working with the best people in the fertility industry, we constantly produce unique articles, empower our audience and break the taboo of infertility.

Our ever growing global community is the perfect way to connect with your target audience.

Launched		<b>Nov 2016</b>
Unique visitors		112k
Page views		683k
Instagram followers		8k
Twitter followers		1.78k
Facebook followers		3.8k
Newsletter subscriber	rs ·	10k
Average age		34
Age range		23-55
Demographic	Heterosexual couples Genetic disorders Single women Fertility preservation	Single men Lesbian couples Gay couples Serious illness

# Readership Figures

Readership figures are increasing significantly each month. The figures below demonstrate this trend



## Our Supporters



Davina McCall
English television presenter
"IVF babble. Some things just need to be shared."



Gabby Logan
Presenter and international gymnast
"Very happy to share my IVF story with
IVF babble. It's a fantastic website."



Julia Bradbury
Television Presenter
"Keep going ladies!"



Kate Thornton
English journalist and television presenter
"This is an incredibly comforting and informative website. There is a need for this."



Louise Brown
The first person to be born through IVF
"It is now a real option for many people who

"It is now a real option for many people who cannot conceive naturally but people still need help, support and information. I'm pleased that IVFbabble.com has been launched as an online magazine.""



Rohan Silva
The Evening Standard
"This is such a fantastic website-do check it out if you're going through the process

or thinking about fertility."



Emily Phillips
Grazia

Grazia a resource

"Instagram's IVF Warriors, a resource set up for people like me, which has helped me in my darkest hours."



**Sophie** Blake Television presenter

"Thank you IVF babble for the lovely interview and helping to raise awareness of Ashermans. It's a fantastic new online magazine dealing with all things fertility, worth a read!"

"Very proud to wear the pineapple pin created by @ivfbabble"



- Sophie Ellis Bextor Musician

## In the Press















HUFFINGTON POST Pining For A Baby? The Pineapple Pin That Says 'You're Not Alone'

### prima

PRIMA This is why celebrities are wearing pineapple pins on social media and it's for a truly love reason



COSMOPOLITAN The important reason women are wearing pineapple pins



STYLIST What those pineapple pins on Instagram really mean



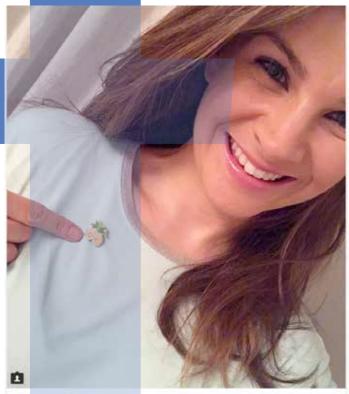
SUNDAY MIRROR Let's fight IVF stress together



EMMA'S DIARY Wome wear pineapple pins to show support for thos going through IVF goodtoknow

GOOD TO KNOW Celebs wear pincapple pins to let women going through fertility treatment know that they're 'not alone'

### Social Media



#### 🎔 10k likes 🧶 72 comments

Couldn't feel prouder than to be wearing this very special pin to show my strength, love and support for those who's lives have been touched by fertility struggles. The amount of times I sat in silence feeling desperately alone during our fertility struggles, often wondering who around me might be suffering too. I often wondered why I never spoke to the same lonely girl sat next to me in the walting room at our IVF clinic, I so wish I had! How wonderful would it be to see others wearing the same badge and to realise that so many people are touched by infertility. Surely this powerful badge can help us to all feel stronger together and maybe even allow us to start a conversation 77 The amazing @ivfbabble have teamed up with the equally amazing @fertilitynetworkuk Thank you for helping to break the silence!! W You can find out more about this powerful campaign in the link in my bio \* #ivfstrongertogether #LetsTalkFertility #DaretoDream #ivf #ivfjourney #ivfbabble #fertilitynetwork #breakthesilence #starttheconversation



Sie sind hier: VivaNeo / #ivfstrongertogether: Was ein Ananas-Anstecker mit IVF zu tun hat

#### #ivfstrongertogether: Was ein Ananas-Anstecker mit IVF zu tun hat

Wer auf Instagram und anderen sozialen Netzwerken aktiv ist, dem sind in den letzten Wochen womöglich öfter Fotos von Frauen und Männern mit niedlichen Ananas-Ansteckern aufgefallen. Was diese mit künstlicher Befruchtung zu tun haben? So einiges!



#### IVF babble 23 January at 07:34 - 61

Kim Kardashian and Kanye West we come baby girl via surrogate. https://t.co/7vcqhS1xjy via @ivfbabble #KimKardashian #KanyeWest #Kardashian #surrogacy



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Kim Kardachian and Kamra West welcome halv girl via

#### IVFbabble Wivfbabble - Jan 22

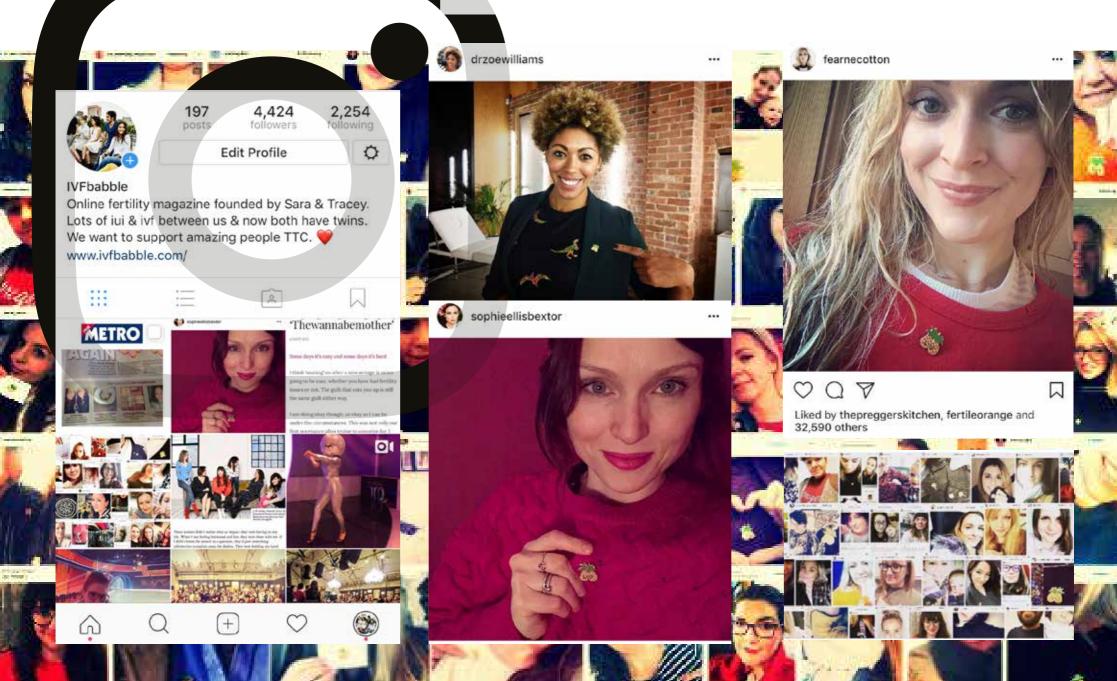
Louise Brown, the World's first IVF baby, on why she will be wearing the Pineapple Pin lyfbabble.com/2018/01/louise ... via @lyfbabble @FertilityNUK Gresolveadvocacy GResolveMidwest GLouiseJoyBrown GCBSThisMorning Othismorning #louisebrown #lvfstrongertogether #lvf #fertility



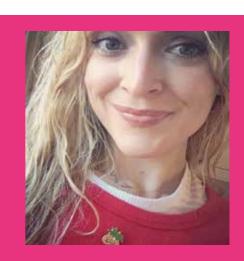
Louise Brown, the World's first IVF baby, on why she will be wearing t... When my Mum, Lesley Brown, gave birth to me in 1978 more than 400 letters poured in from all over the world to the hospital where I was born ... lyfbabble.com







"I'm wearing this pineapple pin to show my strength, love and support for those whose lives have been touched by fertility struggles #ivfstrongertogether. Visit ivfbabble.com for more info on the campaign"

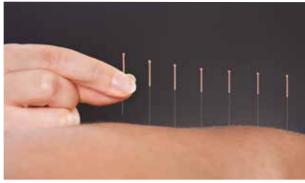


- Fearne Cotton UK Television & Radio Presenter



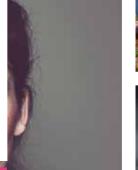




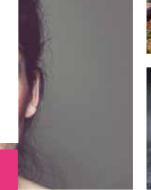














babble

THE LEADING ONLINE FERTILITY AND IVF MAGAZINE



