



Presented By ::



A WORLD OF LEARNING THROUGH PLAY

BLOOM 2018 :: A New & Expectant Moms National Event

Bloom is a targeted event for new and expectant moms in 55+ cities across the country with an anticipated attendance of 5,000+ attendees nationwide. Hosted by City Moms Blog Network and our Sister Sites, events will take place during the month of May, 2018 reaching moms and moms-to-be in local markets. This event will provide your brand with face-to-face interaction and the opportunity to place your products and services directly into the hands of your target audience :: moms.

City Moms Blog events are known for successfully connecting hand-selected brands with our readers.

SAN DIEGO MOMS BLOG :: Bloom

When :: Saturday, May 6th from 3-5pm

Where :: Gymboree (Poway location)

Who :: 50 new and expectant mothers at the event

What :: Bloom will consist of light appetizers and finger foods in an intimate atmosphere. Guests will have the opportunity to interact with local experts, gather swag geared towards new moms, win incredible giveaways and learn about brands and products that make motherhood easier!

Why :: To reach our new-mom community and participate in a network wide event!



SPONSORSHIP LEVELS

We have multiple opportunities for your brand to get involved in Bloom. All sponsorship levels come with inclusion in a printed event program, gratuitous social media across the SDMB platform (which reaches 15,000+ per month) and access to local moms.

EVENT CO-SPONSOR (\$1,000 - one spot left)

In partnership with the San Diego Moms Blog and the Sponsoring Venue (Gymboree), have your logo featured on all our print material as the event co-sponsor, a vendor table, a speaking spot at the event, inclusion on all event signage, product samples in swag bags, a 3 month tower ad on our website, and a sponsored post on our website.

IN PERSON TABLE SPONSOR (\$350- limit 10)

Reach moms in person at the event with a table at which you may display marketing materials, promote your products and services, distribute samples, gather email addresses, talk to moms and more. You must donate a giveaway item (at no extra cost). Please bring your own table and linen.

PANEL EXPERT SPEAKER (\$350 - limit 5)

You are the expert in your field, and our guests want to hear from you. Share tips and advice on a specific pregnancy or family related topic and field questions with a 15-20 minute highlight on our panel.

VIP CRAFT SPONSOR (\$150-limit 2-3)

VIP Craft sponsors are featured in our crafting area. Your business name will be displayed on the table, and you can pick the craft that you would like to sponsor (ie. decorate a onesie, DIY teething necklace, etc.). You will also be advertised through all event channels for our VIP ticket holders.

PROGRAM SPONSOR (\$250 – limited to 2)

Receive a half panel feature on the back of the printed event program which will be distributed to all moms and sponsors in attendance.

GIVEAWAY SPONSOR (\$100-unlimited)

Provide 1 item with a \$25 value or more. Giveaway sponsors are featured on a professionally designed and prominently displayed board. The physical giveaways are set up on a display table, and winners are announced live at the event by brand name.

SWAG SPONSOR (free)

Provide 75 identical items (actual products) for the event swag bags.

FOOD / BEVERAGE SPONSOR (TRADE)

Provide light appetizers and finger foods and/or beverage (mocktails, tea, etc.) for approximately 75 guests. Food and beverage sponsors are strongly encouraged to attend in person.

SAN DIEGO MOMS BLOG

550,000+ readers reached in 2017!



Founded in March, 2016 by a native San Diegan, San Diego Moms Blog {SDMB} is quickly becoming the city's largest parenting resource website. A team of 50+ moms and social media influencers, we are extremely passionate about connecting San Diego moms to products, practical information, and resources that will make their lives easier. We publish new content 6+ days a week and regularly plan events in the greater San Diego area, offering in person marketing opportunities for your business. In the San Diego Moms Blog community, you'll find relevant, timely and fun information and discover a positive parenting community.