



bloom

SPRING 2022

an event for new and expecting moms

Sunday, April 10th | 10am - 1pm | Coaster Terrace at Belmont Park



SAN DIEGO MOMS™

When :: Sunday, April 10th from 10am-1pm
Where :: The Coaster Terrace at Belmont Park
3146 Mission Blvd., San Diego, CA 92109
Who :: 125-200 New and Expectant Mothers

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.

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.

From baby brands to local healthcare providers, if you your business product or service audience is New & Expecting Moms - you don't want to miss this event!

The event will consist of a light snacks, beverages, pampering indulgences and exciting and educational speakers all in an intimate setting that they will not forget. 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!

San Diego Moms events are known for successfully connecting hand-selected brands with our readers. We look forward to partnering with you!

Contact: Niki Jones, Owner
Niki@SanDiegoMoms.Com
503.403.9704



Bloom Area Sponsor

Suggested Themes (but not limited to): Wellness / Relaxation Area, Play Area for Infants, Social Photo Booth / Selfie Station Area, Lactation Corner, Baby Registry (Three areas available)

Make a BIG impact at BLOOM by sponsoring one of three featured areas at the event. Area sponsors will receive the following:

- Naming rights to the selected area and included in all pre, post and during event marketing (online and print) as area sponsor. Wellness Area Sponsored by: INSERT Company Name (\$250 Value)
- Your business featured as the Area Sponsor on all pre, post and during event marketing (online and print). (\$500 Value)
- A 10x10 ft brand activation area to showcase your business, product or service. *Please note other partners may participate within this area in smaller capacities to support the theme. (\$500 Value)
- A fully dedicated Sponsored Blog post (\$300 Value includes \$25 FB Ad Boost)
- Two Social Media Share (FB or IG) one leading up to the event and one after the event (\$300 Value, includes a \$10 FB Ad Boost)
- Opportunity to include product samples in swag bags QTY - 75 or 150 (optional)
- Premier Guide Listing in a Resource Guide aligned with your business (\$450 Value)
- Opportunity to provide a larger giveaway or raffle prize (optional)
- Dedicated email blast following the event with a special offer to those in attendance (\$100 Value)
- Speaker opportunity to welcome guests, share a toast, or close out the event (1-2 minutes)
- Sponsored by Announcement during the event (\$50 Value)

\$1,000 (\$2,000+ Value)



Sponsorship Opportunities



Gold Sponsorship

- Your business featured as the Gold Sponsor on all pre, post and during event marketing (online and print). (\$500 Value)
- One vendor table (\$200 Value)
- A fully dedicated Sponsored Blog post after the event (\$200 Value \$25 FB Ad Boost)
- One Social Media Share (FB or IG) after the event (\$150 Value, includes a \$10 FB Ad Boost)
- Premiere Guide Listing in a Resource Guide aligned with your business (\$450 Value)
- Business Directory Listing (\$50 Value)
- Opportunity to include product samples in swag bags QTY - 75 or 150 and / or provide a larger giveaway or raffle prize (both optional)
\$700 (\$1,500+ Value)

Silver Sponsorship

- Your business featured as the Silver Sponsor on all pre, post and during event marketing (online and print). (\$500 Value)
- One vendor table (\$200 Value)
- One Social Media Share (FB or IG) after the event (\$150 Value, includes a \$10 FB Ad Boost)
- Business Directory Listing (\$50 Value)
- Opportunity to include product samples in swag bags QTY - 75 or 150 and / or provide a larger giveaway or raffle prize (both optional)
\$400 (\$900 Value)



Table Sponsorship

- Your business featured as a Table Sponsor on all pre, post and during event marketing (online and print). (\$300 Value)
- 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. (\$200 Value)
- Business Directory Listing (\$50 Value)
- Opportunity to include product samples in swag bags QTY - 75 or 150 and / or provide a larger giveaway or raffle prize (both optional)

\$200 (\$500+ Value)



Craft / Entertainment Table Sponsor

- Your business featured as a Craft / Entertainment Sponsor on all pre, post and during event marketing (online and print). (\$300 Value)
- You can pick the craft or experiential service that you would like to sponsor (ie. decorate a onesie, DIY teething necklace, etc.). Must be approved by SDM and business is responsible for providing materials needed for the craft or interactive experience targeted for moms.

\$100 (Limited space available)

Giveaway Sponsor

- Provide ONE 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 near the entrance and listed on the sponsored event blog post.

FREE

(must be mailed or dropped off to SDM by 4/1)



Swag Sponsor

- Provide 25 identical items (actual products) for the VIP event swag bags. (Items valued at \$10 + preferred)
- Provide 75-125 identical product samples, gift cards or coupons for Premier event swag bags. (\$25 admin fee)

(must be mailed or dropped off to SDMB by 4/1)

Custom Sponsorship

Create a customized event sponsorship package to meet your businesses unique marketing needs.

Our Reach



19,000

**AVERAGE MONTHLY
PAGE VIEWS**

217,000

**UNIQUE WEBSITE
VISITORS YEARLY**

3:12

**AVERAGE TIME
SPENT ON SITE**



**342 FOLLOWERS
45K MONTHLY
VIEWERS**



**2,000
FOLLOWERS**



14.3K FOLLOWERS



9K FOLLOWERS

Bloom 2019 Recap

**EVENT
ATTENDEES
145**

**FACEBOOK
REACH
14.4 K**

**BLOG PAGE-
VIEWS
829**

**INSTAGRAM
17.2 K Reach**

