

2022 Event Sponsorship Opportunities



About San Diego Moms

We are event planners, writers, artists, small business owners, entrepreneurs, crafters, and local leaders. San Diego Moms is a top-rated website and parenting publication created by moms, for moms.

Blog Statistics

Sponsorship packages and pricing listed are per (1) event. Multi-event sponsorship bundles are available and discounted. Please contact us for more information!

Contact: Niki Jones

Phone: 503.403.9704 | Email: Niki@sandiegomoms.com



Our Reach

21,000+

AVERAGE MONTHLY
PAGE VIEWS

192,000

UNIQUE WEBSITE
VISITORS YEARLY

3:12

AVERAGE TIME
SPENT ON SITE



700 Followers
184k Viewers



14.8k



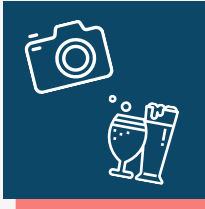
2.2k



9.9k
Followers

WWW.SANDIEGOMOMS.COM

2022 Event Sponsorship Opportunities



Pre Father's Day Photoshoot

Sunday, June 12th
10am-1pm
AleSmith Brewery

Audience

150-200 Local San Diego Families

About the Event

An event to celebrate dad, filled with family friendly activities, food, beer, crafts and entertainment. Each Superstar Dad will receive a complimentary mini photo shoot with their kids from a professional photographer and much, much more!



Family Safety Day "Hanging with Heroes"

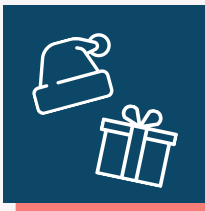
Saturday, Oct. 1st
10am-1pm
AleSmith Brewery

Audience

150+ Local San Diego Families

About the Event

The goal is simple: saturate local San Diego families with critical safety information covering everything from CPR to Cyber Safety, all while having fun. We want this event to be a one-stop-shop for information and resources. Vendors are focused on those who provide safety information or services and entertainment.



Sips & Sweets with Santa

Saturday, Dec. 3rd
from 10am-1pm
AleSmith Brewery

Audience

100-125 San Diego Families

About the Event

This event features a great lineup of fun family activities, entertainment (music, fun), a special meet & greet with the Grinch and Cindy Lou and of course a digital family photo with Santa. We also host a pop-up shop for holiday gift shopping and more!



Noon Year Celebration

Saturday, Dec. 31st
from 10am-1pm
Plunge / Belmont Park

Audience

400+ Local San Diego Families

About the Event

A New Year Celebration parents dream of complete with a balloon drop and bubble blast at 12PM {NOON!}. We also feature a great lineup of family friendly entertainment, the option to swim or take on the Plunge obstacle course, games, crafts, dessert bites, live DJ, music, dancing and much, much more!!! Vendors at this event is open to all, we just ask that you provide something FUN and interactive at your booth!



2022 Event Sponsorship Opportunities



Platinum Sponsor

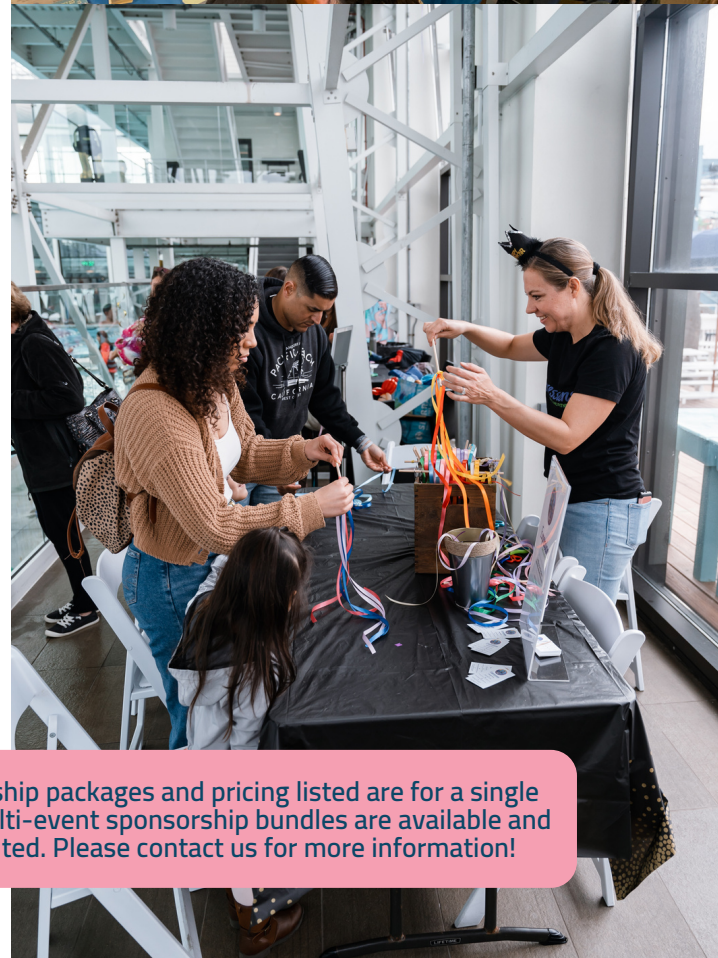
- Your business featured online and in print as the Platinum Sponsor for the event(s) on all pre, post and during event marketing both online and in print (\$750 Value)
- Reach local families in person at the event with a table at which you may display marketing materials, promote your products and services, distribute samples, gather email addresses, talk to moms and more. (\$500 Value)
- Table will be in a high traffic & prominent location at the event (depending on the venue you will have a 10x10 or larger space)
- Optional speaking opportunity (welcome attendees, toast, introduce main event etc.)
- A fully dedicated Sponsored Blog post - (\$300 Value, includes a \$25 FB Ad Boost)
- TWO Social Media Shares (\$300 Each with a \$10 Ad Boost)
- TWO Dedicated Email Blasts (One prior to event and One after the event - \$200 Value)
- Directory Listing on the blog that lives indefinitely. (\$50 Value)
- Social Media coverage through IG Stories at event and in event recap

\$1,500 (\$2,000+ Value)

Gold Sponsor

- Your business featured online and in print as the Gold Sponsor on all pre, post and during event marketing both online and print (\$500 Value)
- Reach local families 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. Attend one or both events. (\$500 Value)
- One Social Media Share - Instagram or Facebook (\$135 with a \$10 Ad Boost)
- Inclusion in swag bags and giveaway
- Directory Listing on the blog that lives indefinitely. (\$50 Value)
- Social Media coverage through IG Stories at event and in event recap

\$750 (\$1000+ Value)



Sponsorship packages and pricing listed are for a single event. Multi-event sponsorship bundles are available and discounted. Please contact us for more information!

2022 Event Sponsorship Opportunities



Area Sponsorship Opportunities

Only 3 Available per Event

Area sponsorships are a great opportunity to brand a specific experience or space within each event. This sponsorship is built out specifically for each event and is a great way for you to create interactions with attendees. You can select which area you would like to sponsor or create an idea / experience that fits your brand and the event, all you have to do is show up!

- Your business featured online and in print as the Area Sponsor for the event(s) on all pre, post and during event marketing both online and in print (\$500 Value)
- Reach hundreds of San Diego Families in person at the event with an area sponsorship at which you may display marketing materials, promote your products and services, distribute samples, gather email addresses, talk to moms and more. (\$1000+ Value)
- Area will be in a high traffic & prominent location at the event (depending on the venue you will have a 10x10 or larger space)
- Directory Listing on the blog that lives indefinitely. (\$50 Value)
- Two Social Media Shares (FB or IG) (\$300 Value)
- Social Media coverage through IG Stories at event and in event recap

\$1,000 (\$1,750+VALUE)

Sample Areas

- Toddler Fun Zone
- Cookie Decorating
- Craft Area
- Dessert Bar
- Hot Cocoa Station
- Photo with Santa
- Cookie Decorating
- Ornament Decoration
- Photo Booth
- Custom Area

Sponsorship packages and pricing listed are for a single event. Multi-event sponsorship bundles are available and discounted. Please contact us for more information!



2022 Event Sponsorship Opportunities



Silver Sponsorship

- Your business featured online and in print as the Area Sponsor for the event(s) on all pre, post and during event marketing both online and in print (\$400 Value)
- Reach hundreds of San Diego Families in person at the event with table sponsorship at which you may display marketing materials, promote your products and services, distribute samples, gather email addresses, talk to moms and more. (\$500 Value)
- Table location at the event will be placed in a premium location.
- One Social Media Share (FB or IG) after the event (\$150 Value, inc. \$10 FB Ad)
- Directory Listing on the blog that lives indefinitely. (\$50 Value)

\$400 (\$900 Value)

Table Sponsorship

- Your business featured online and in print as a Table Sponsor on all pre, post and during event marketing for the event (\$300 Value)
 - Marketing includes email blast inclusion, social media, event and more!
- Reach San Diego Families in person at the event with a table at which you may display marketing materials, promote and sell your products and services, distribute samples, gather email addresses, talk to moms and more (\$250 Value)
- Directory Listing on the blog that lives indefinitely. (\$50 Value)

Limited Table Sponsorships Available

\$200 (\$500+ Value)

Sponsorship packages and pricing listed are for a single event. Multi-event sponsorship bundles are available and discounted. Please contact us for more information!



2022 Event Sponsorship Opportunities



Custom Sponsorship

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

Giveaway / Swag Sponsor

- Provide ONE item with a \$25 value or more for raffle prize
- Provide 50 items for the VIP Swag Bags - Must be a value of \$10+
- If you want to provide a coupon or a flyer for swag bags (\$25 admin fee)
- Provide 100+ samples, coupons, different products to hand out to all attendees.
- Giveaway sponsors are featured on a professionally designed and prominently displayed board near check-in and on the Sponsored Event Blog Post
- The physical giveaways are set up on a display table near the entrance and listed (graphic / link) on the sponsored event blog post

No Cost (must be mailed or dropped off to SDM one week prior to each event)

Want to Sponsor More than One Event?

Our Sales and Marketing team will work with you closely to create a discounted package if you want to sponsor more than one event based on your marketing needs. Multi-event campaigns are eligible to break up payments with a signed contract.

Email Niki@sandiegomoms.com for more info.

