

A group of children and adults are gathered in a huddle, looking up at the camera. They are outdoors, with trees and a bright sky in the background. The children are wearing various casual clothing, including t-shirts, hoodies, and a baseball cap. The adults are also dressed in casual attire. The overall mood is positive and community-oriented.

San Diego Moms Summer Camp Guide

(Includes Spring + Holiday Break Camp Listings)



SAN DIEGO MOMSSM

Niki Jones, Owner
503.403.9704

Niki@sandiegomoms.com

San Diego Moms Summer Camp Guide



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"Our camp and swim lesson programs have seen some impactful results since working with San Diego Moms for 1.5 years. Through the use of a promotional code, their marketing efforts have brought in over 100 campers & students between the two programs, but their reach and efforts extend beyond that, and we couldn't be happier."

Sam, Camp Director at Plunge & Play

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SAN DIEGO MOMS™

About our Spring, Summer and Holiday Break Camp Guides

The San Diego Mom's Summer Camp Guide provides parents with all the information they need to find the right camp for their children. Our Spring & Holiday Break Camp mini-guides are included in this sponsorship, so you will receive support year-round for all camps you offer.

Why Moms?

Approximately **86%** of moms **schedule** the majority of all extracurricular arrangements for their family and **72%** **arrange for the payment.**

2022 Camp Guide Stats

14,000 Combined Page-views

Spring Break Guide

3,300 Page-views

Average time on page - 21 minutes

Summer Camp Guide

8,500 Total Page-views

Average time on page - 26 minutes

Holiday Break Camp Guide

2,300 Page-views

Average time on page - 16 minutes

San Diego Moms Reach



	2.2K FOLLOWERS	1.2K AVG MONTHLY REACH
	16.6K FOLLOWERS	23K AVG MONTHLY REACH
	10.2K FOLLOWERS	25K AVG MONTHLY REACH
	750 FOLLOWERS	280K MONTHLY VIEWS

All guide listings are valid for one calendar year. Prorated rates are available for listings added three-months after the launch date. Discounts offered for bundle listings.

Summer Camp Guide Sponsorship Includes the Spring and Holiday Break Camp listings.

By the Numbers



40k Pageview combined on all SDM Guides



Last Year's Summer, Spring and Holiday Camp Guides: 14k Page-views

Demographics



San Diego County
41% Central
16% North
19% South
24% East



40% have One Child
60% have Two+ Children

65%

of our readers have inquired or shopped businesses, services or products recommended on our site.

San Diego Moms Summer Camp Guide

PRESENTING SPONSOR

- Logo/Naming rights on the main page and logo inclusion on featured images
- Your business featured at the top of the entire guide including an image + logo, write-up (up to 200 words), contact info, and links. (\$1000 Value)
- Two full page Sponsored Post on the blog, scheduled at a time of your choice (\$600 Value includes \$25 FB Ad Spend Each)
- Two Instagram Shares (\$270 Value, \$10 Ad Spend)
- (4) Quarterly Facebook Shares (\$540 Value, \$10 Ad Spend)
- Inclusion in (3) Email Campaigns (\$300 Value)
- Listing in our Business Directory (\$75 Value)
- (1) Table Sponsorship at Signature Event (\$300 Value)

\$1,750 (\$3,000+ Total Value)

PREMIER SPONSOR

ONLY 6 AVAILABLE PER CATEGORY

- Your business featured in one of the top six positions in your camp category.
- Listing Includes your business logo or image, write-up (up to 300 words), contact information, and links. (\$800 Value)
- One full page Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 ad)
- One Facebook Share - (\$125 Value + \$10 ad)
- Two Instagram Stories Share (\$100 Value)
- Listing in our Business Directory (\$50 Value)

\$550 (\$1,000+ Value)

GOLD SPONSOR

- Includes: Company logo or graphic , short business write up (Up to 100 words), website link and phone listing. (\$300 Value)
- Listing in our Business Directory (\$50 Value)

\$200 (\$600 Value)

**A GUIDE
SPONSORSHIP IS
VALID FOR ONE
CALENDAR YEAR**

Partnership Perks

Featured Event Listings

- Add events to community calendar and receive a FREE featured listing.

Discounts on future advertising or SDM Events

- Based on availability.

Swag Sponsorship Fees Waived for Events

- Include a flyer or brochure for any SDM event (\$50 Fee Waived)

Instagram Story Re-Shares for Partners Included

- 2 x Per Month

Access to closed SDM Partner Facebook Group

- (Optional) In this group we share special promotions, events and opportunities for partners.

Swag Sponsorship Fees Waived for Events

- Include a flyer or brochure for any SDM event (\$50 Fee Waived)

Discounts on future online advertising or SDM Events

- Based on availability.



Guide Launch Dates

Spring Break Camp Guide
Mid January

Summer Camp Guide
Early February

Holiday Break Guide
Early September

Camp Guide Categories



SAN DIEGO MOMS™

Categories Include (but not limited to):

- Traditional
- Arts and Performance (Musical Theater, Dance, Singing, Acting, Art, Music, Writing, Circus)
- Academic or Technology
- Gymnastics / Ninja / Martial Arts
- Travel and Expedition Camps
- Sports
- Outdoors, Nature and Adventure Camps
- Faith-based