



SAN DIEGO MOMS™

Media Kit & Event Sponsorships

San Diego Moms is a locally-focused parenting resource for moms and families. Passionate about parenting and our community, San Diego Moms strives to connect area moms to relevant resources, local businesses, can't-miss happenings, and most of all — each other!

Meet the Team



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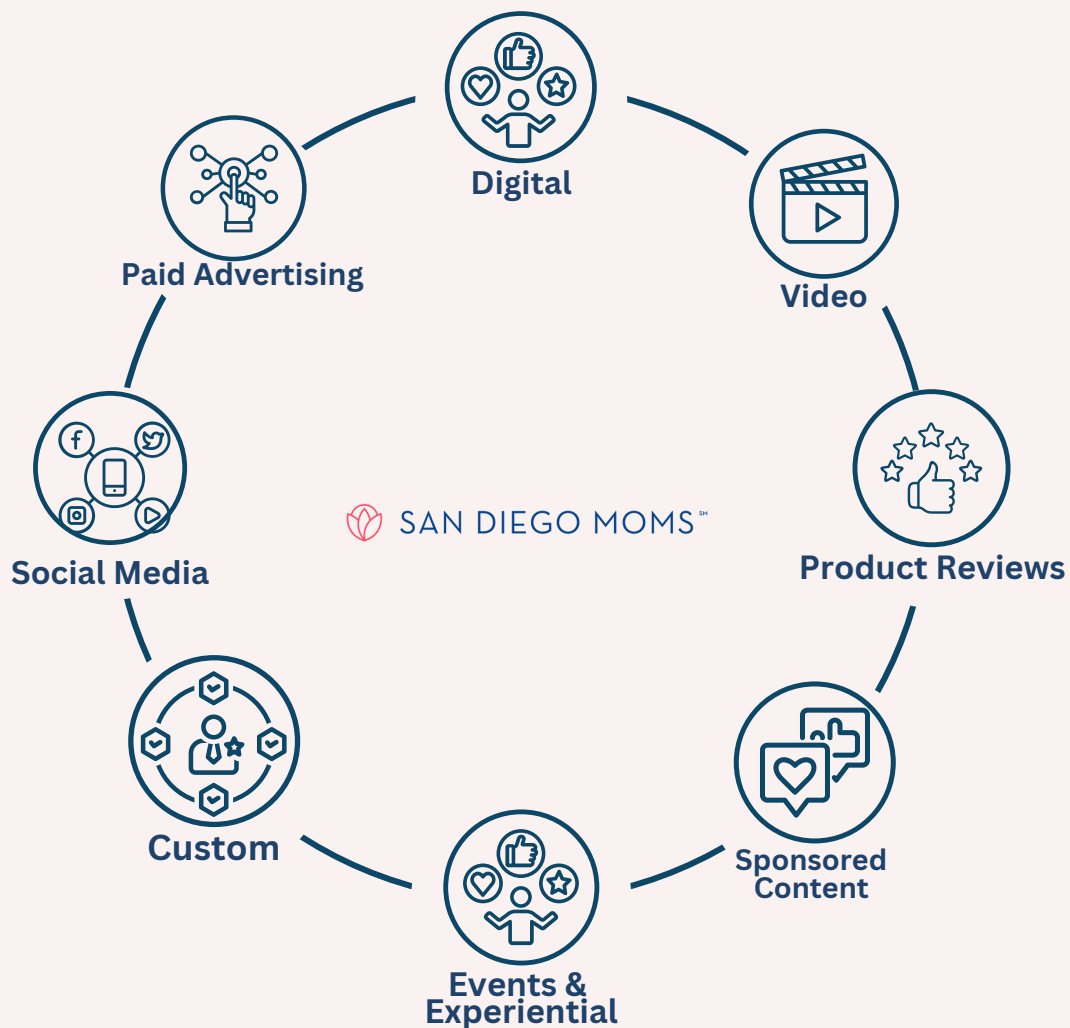


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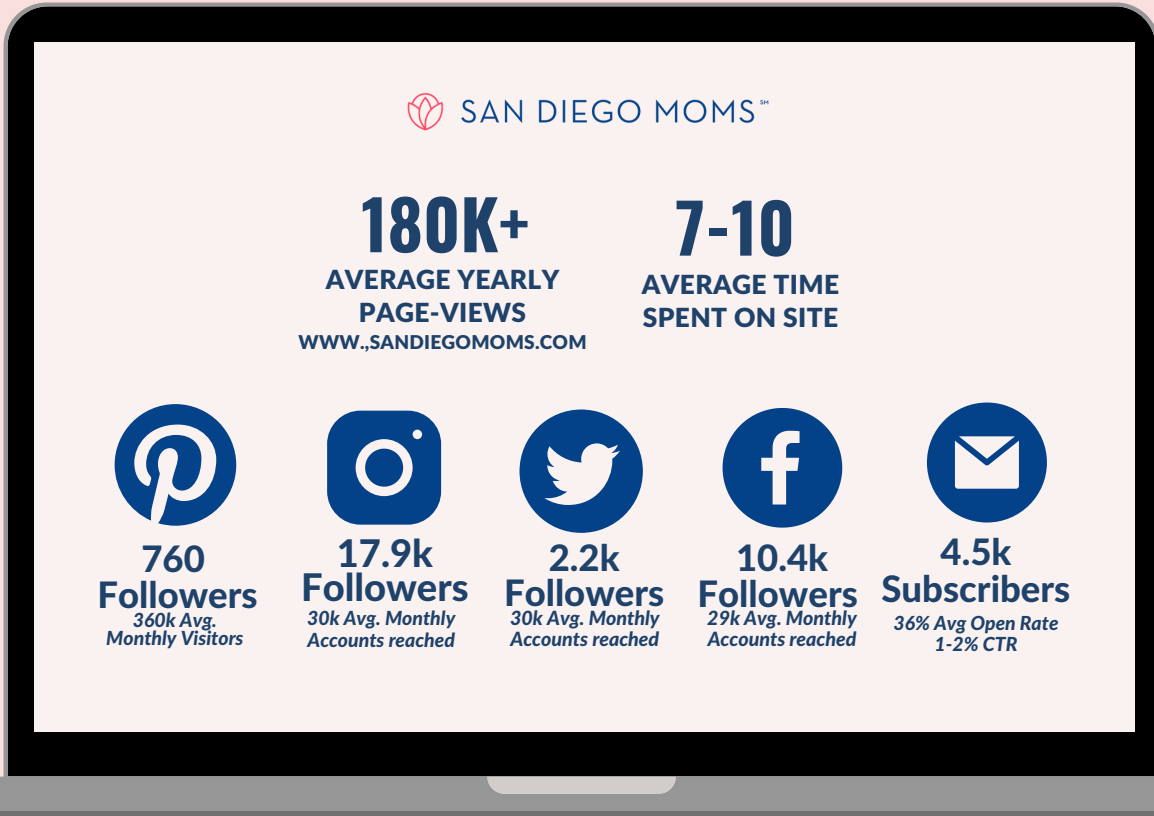
San Diego Moms

At San Diego Moms we create experiences, share knowledge and build connections with local moms and businesses across all media channels, but not limited to:



Our Reach

Let's Get Social



2022 Signature Events Recap

Total Event Attendance + Online Reach

- 900 Registered Families Combined
- 200+ Vendors / Brands
- 10-20 Local Influencer Partners & Press

Event Online Reach Combined

- 950,000+ Reach (Pre & Post Event)
- 10,000+ Page-views on Event Blog Post
- 10-15 Minutes Average time on the page

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.

Why Moms?

The Purchasing Power of Moms

- U.S. moms control 85% of household purchases.
- The U.S. moms spending power is \$2.6 trillion.
- U.S. moms annually spend over \$25,000 per toddler and \$13,000 per child.
- Through creating quality content, you build customer trust.
- More than 80 percent of new moms are Millennials, according to BabyCenter.
- In 2022, for moms as a whole, nearly half (47 percent) are the primary breadwinners for their households.
- The typical Millennial Mom has 3.4 social media accounts & spends 17.4 hours online per week.
- 83 percent of Millennial Moms shop online to hunt for the best price

Keep Your Business Top of Mind

Moms trust other moms and make decisions based on reviews, testimonials and their ability to relate to the brand itself. Be authentic and stay visible.

Build Your Brand's Story

Storytelling is still one of the most powerful marketing tools out there.

Signature Events



About Our Signature Events

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

We host 5-7 signature events each year with an average attendance of 150-200 local families. Each year we connect brands with thousands of San Diego parents, through seasonal fun events to educational seminars or workshops.

Our events attract not only consumer audiences but also local media and influencers. Our online (social / website) reach for 2023 is projected to reach over 1 million.

Sponsorship packages and pricing listed are per event. Multi-event sponsorship bundles are available and highly discounted.

Please contact us for more information!

WWW.SANDIEGOMOMS.COM

Past Event Sponsors



Event Sponsorships

Multi-Event Discounts Offered:

(2) Events: 20% OFF | (3) Events: 30% OFF | (4) Events: 40% OFF | (5+) Events: 50% OFF

Must Pay In Full to redeem this special offer before your first event.



Area Sponsor

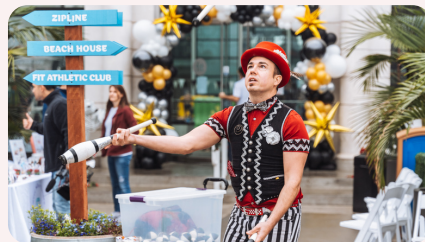
Create an experience that fits your brand or choose from the list below and all you have to do is show up! Includes everything in Platinum + in Base Package+ Area Naming Rights.

Sample Areas

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

\$1,000

ONLY 3 AVAILABLE PER EVENT



Platinum Sponsor

- All items in base package and up to a 10x20 Exhibitor Area
- (2) Social Media Shares
- Dedicated Email Blast
- Premium Social Media Package
- Logo on event passport and print signage
- Contact list of all attendees* (Limited #)
- 4 VIP tickets to the event

\$750

PER EVENT



Gold Sponsor

- All items listed in base package and a 10x10 Exhibitor Area
- (1) Social Media Share
- (1) Email Blast Inclusion
- Gold Social Media Package
- Logo on event passport, website & print signage
- 2 GA tickets to the event

\$300

PER EVENT



Table

- All items listed in *Italics* In the base package and a dedicated space for one 6 foot table (2 chairs provided)
- *Lite Social Media Package*
- Business name listed on event passport & signage

\$200

PER EVENT



Custom

- Let us custom design your sponsorship to fit your marketing goals.

Starting at \$500

PER EVENT

Base Package (All Sponsorships Include)

- Your business featured online with Image, link and description and in print at the confirmed sponsorship level on all pre, post and during event marketing both online and print (\$500-\$1,000 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 - \$1,000) Value*
- *Directory Listing on the blog that lives indefinitely. (\$100 Value)*
- *Opportunity to Include swag bag item or giveaway.*

All Signature Events

Sponsoring a signature event provides 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.

Bunny Bash & Easter Basket Donation Drive Saturday, April 1st from 10am-1pm at Encore Events Center

Expected Attendance
100 Local San Diego Families

About the Event

This event includes an Easter Egg Hunt, Photos with the Easter Bunny and Easter Basket Donation Drive benefiting Boys & Girls Clubs of San Diego. This event is a casual, fun and community building and service focused event. Vendors who provide family friendly products, entertainment and services, food & beverage are a great fit!



Bloom: An Event for New & Expecting Moms Saturday, May 6th from 10am-1pm at Joya Kitchen

Expected Attendance
100 -150 New and/or Expecting Moms

About the Event

The event will consist of a buffet brunch, 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!

10275 Science Center Dr #150, San Diego, CA 92121



Pre-Father's Day Photoshoot Sunday, June 11th from 10am-1pm at AleSmith Brewery

Expected Attendance
150-200 Local San Diego Families

About the Event

Our Pre-Father's Day Photoshoot event is all about dad and this year we are celebrating Hawaiian style and it is all about the Ohana! (Ohana means family!) So grab your Aloha shirt and your Ohana and come feel the Magic of Hawaii as we celebrate dad with a day filled with family friendly activities, food, beer, crafts and entertainment.

9990 AleSmith Ct, San Diego, CA 92126



Family Safety Day "Hanging with Heroes" Saturday, September 30th from 10am-1pm at AleSmith Brewery

Expected Attendance
150-200 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.

9990 AleSmith Ct, San Diego, CA 92126



All Signature Events

Continued

Disney Princess Meet & Greet 'Dress Up & Donuts'

October Date TBD from 10am-1pm location TBD

Audience

50 Local Families

About the Event

A smaller & more intimate event, guests will enjoy donuts, dress up & a meet and greet with a Disney Princess with thanks to The Storybook Character Company. Vendor opportunities are limited at this event to 2-3, but you can expect more one-on-one opportunity to connect with families as their kiddos enjoy the experience.



Sips & Sweets with Santa

Saturday, December 2nd from 10am-1pm at AleSmith Brewery

Audience

200+ Local 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!

9990 AleSmith Ct, San Diego, CA 92126

Noon Year Celebration

Sunday, Dec. 31st from 10am-1pm at AleSmith Brewery

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, 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!

9990 AleSmith Ct, San Diego, CA 92126



“

San Diego Moms has been a great partner for providing events and resources to the families of San Diego. I am grateful for our relationship and have enjoyed working together with them to serve our community!

~Jill Durby, Gymboree Play & Music,
San Diego & Scripps Poway

”

SAN DIEGO
MOMS

“

"We love working with the San Diego Moms because their knowledge and level of expertise is phenomenal when it comes to knowing their target audience and digital marketing. We were able to see real results.

The result of their partnership is unlike any other company who tries to do their level of marketing."

”

Giveaway & Swag Sponsors

Want to get your product directly into the hands of your target market: Moms?

We are looking for swag and giveaways to distribute in our swag bag bags for every event!

To thank you for your generous donation we have put together a competitive marketing / advertising trade package and are happy to customize based on the donation!



760 Followers



17.9k Followers



2.2k Followers



10.4k Followers



4.5k Subscribers

What you Give

Per Event



Giveaways

Provide a Giveaway item with a \$25+ value



Swag

VIP Swag Bags: 50-75 items (Full-sized products, travel size, gifts cards) Value of \$5+



GA Swag Bags: Provide 100-150 items (Product samples, coupons, small products, vouchers) Value of \$2+



All Swag Bags: Include general coupon or a flyer only (\$25 admin fee)

All Items must be mailed or dropped off to SDM one week prior to each event date. Click the button below to get started!

[CLICK HERE](#)

What you Get



Reach Local Moms with Minimal Effort

Get your business, product or service into the hands of hundreds of SD Moms



Social Media Exposure on @sandiegomomsc0



Email Marketing

Inclusion in a minimum of one e-newsletter to 5k+ subscribers



FREE Featured Directory Listing on SD Moms \$125 Value



Website

Logo inclusion on San Diego Moms

Donate to 3+ Events and Receive:



Holiday Gift Guide, Baby List Guide and / or Party Planning Guide Listing (\$200 Value) + Social Share (\$150 Value)

\$350 Total Value!

Resources

Partner Resource Link



You can refer back to this link at anytime during your campaign for helpful hints and tools.

Sponsoring an Event?



Complete this form with messaging focused on what you will be featuring at the event!

Image Sizes Cheat Sheet



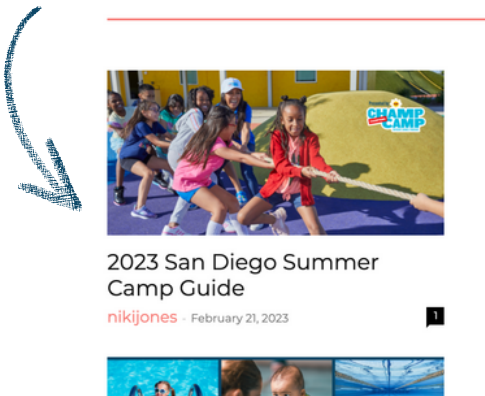
You will work with your Sales Team Member to confirm the correct sizes, but this is a great place to start.

Add YOUR Event to our Community Calendar



You can refer back to this link at anytime during your campaign for helpful hints and tools.

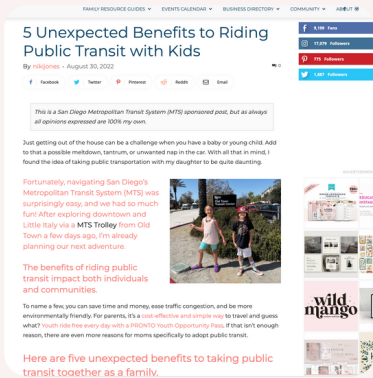
Resource Guides



Sponsored Content Form



Media Kit



Sponsored Blog Post

A dedicated blog post designed with your business and marketing needs in mind, crafted to be relevant to our readers. Sponsored content is permanently on the website for future marketing use.

\$300
Includes \$25 Ad Spend



Facebook or Instagram Live

Schedule a Facebook Live to share a behind the scenes glimpse, a new product, or host a Q+A. Approximately 15-20 minutes in length. Video will be uploaded to the SDM YouTube channel.

\$400
Includes \$25 Ad Spend



Instagram Reel

Let San Diego Moms take the creative wheel and create a Reel that inspires action for your brand! Includes 2 Hours of video editing and shooting (if needed), Instagram Reel Share In Feed and stories for one week.

\$750



Email Marketing

A dedicated email blast with your business and message.

Inclusion in Email Marketing Campaign (1/2 Page)

\$150 / \$75



Weekend Events Round-up Feature Inclusion in Email + Weekly Round-up Reel

Dedicated events feature slide on weekly reel & Inclusion in weekly email blast to 4.5k subscribers. Sent Thursday or Friday each week.

\$125

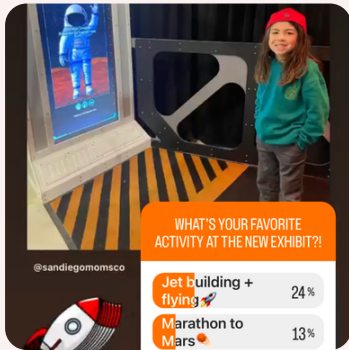


Social Media Share or Flash Giveaway

Create brand awareness with a IG or Facebook post with a custom crafted message and CTA and/or a 48-hour flash giveaway. Must provide giveaway Item valued at \$100+.

\$175
Includes \$25 Ad Spend

Media Kit



Instagram Takeover

We'll post 5-7 images through out the "Takeover" along with targeted messaging. Saved to highlights.

\$150

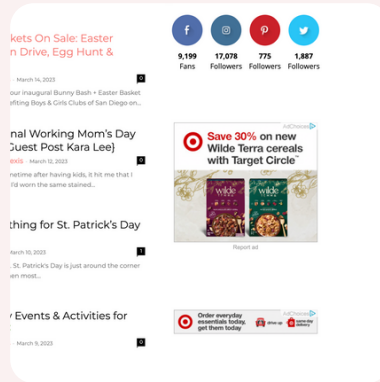
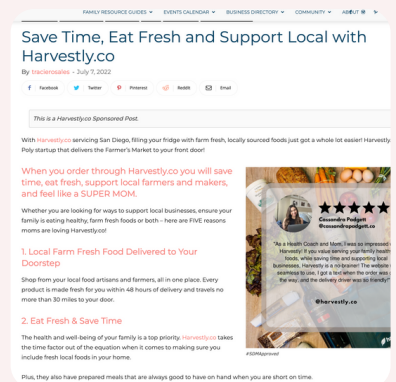


Image Ads

Create brand awareness on our blog with a static image ad on the homepage within posts and email campaigns. Strategic sponsorship of related posts or guides is also an option.

Starting at \$100

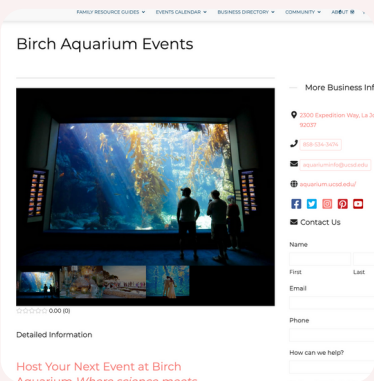


SDM Approved:

Product or Service Review

Want to put your product or service to the test? Have a local San Diego Mom try your product or service and share their positive review! Sponsored content is permanently on the website for future marketing use.

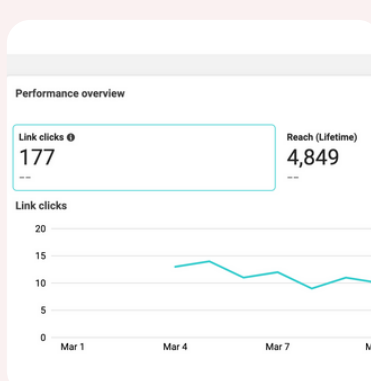
Starting at \$155



Business Directory Listing

Our directory is a full guide to local businesses. Listings live on the site indefinitely and may be updated at anytime by your business. Our directory is heavily marketed through out the year.

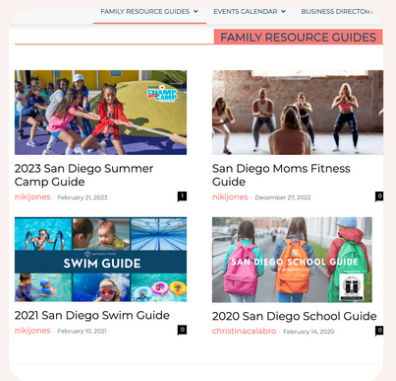
\$75 Standard / \$125 Featured (one time fee)



Want us to run YOUR social ads?

Struggling to get ROI from paid advertising? Let one of our experts created a custom FB + IG Ad Campaign for You! Ads are built out and ran through San Diego Moms Ad account directly to your website.

\$400
Includes \$100 Ad Spend



Resource Guide Listings

Utilizing your targeted messaging, preferred images, and outbound links, listings and social media coverage our guides educate local San Diego readers on your business within each associated guide.

(See next Page)

\$200-\$400

Yearly Planner

Resource Guides

January

Dance Studios +
Classes Guide
\$200 / \$300

February

School Guide
\$300 / \$400
Spring Camps
Summer Camps
\$200 / \$450

March

July 4th
Events
Roundup
Sponsor this
Listing \$500

April

Swim Guide
(Pools, Lessons, Athletics)
\$200 / \$300
Mother's Day
Gift Guide
\$50 / \$100

May

Women's Health
(Pregnancy, Birth & Beyond)
\$200 / \$300
Father's Day
Gift Guide
\$50 / \$100

June

Pediatric
Dentist Guide
\$300 / \$500

July

Pediatrician Guide
\$200 / \$400

August

Back to School
TBD

September

Indoor Play Guide
\$200 / \$300
Pumpkin + Fall Guide
\$250 / \$100

October

Vacation +
Staycation Guide
\$200 / \$300

November

Holiday
Gift Guide
\$50 / \$100
Party Guide
\$200 / \$300

December

Holiday Events &
Festivals Guide
\$50 / \$100
Fitness Guide
\$200 / \$300

All guide listings are valid for one calendar year. Prorated rates are available for listings added three-months after the launch date. The base price listing is shown first, featured listing is shown second. Featured listings place your business first within an associated category or the guide as a whole. You will also receive inclusion in email marketing, round-up posts + reels, featured listing on the homepage, social media mentions and more.



Partnership Perks

Featured Event Listings

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

Weekly Events Round Up Inclusion

- Mentions in weekly events IG reel
- Based on availability

Event Affiliate Opportunities or Discounts

- Become an Affiliate and Earn Money by Promoting San Diego Moms Events
- Get a discount code for friends and family

Access to closed 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

Complimentary Directory Listing

- \$100 Value

Advertising Discounts

- Based on availability.



Thank you!

WWW.SANDIEGOMOMS.COM