



# **San Diego Moms Summer Camp Guide**

**(Includes Spring + Holiday Break Camp Listings)**

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.



**SAN DIEGO MOMS** SM

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# 2023 Camp Guide Stats

26,820 Combined Page-views

Spring Break Guide  
4,171 Page-views

Summer Camp Guide  
19,177 Total Page-views

Holiday Break Camp Guide  
3,532 Page-views

## Year - Over -Year Growth

2020

2,742  
PAGE-VIEWS

2021

4,548  
PAGE-VIEWS

2022

14,000  
PAGE-VIEWS

2023

26,820  
PAGE-VIEWS

## Why Moms?

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



“

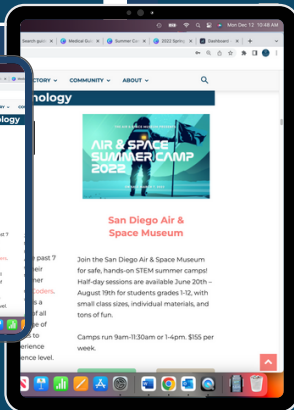
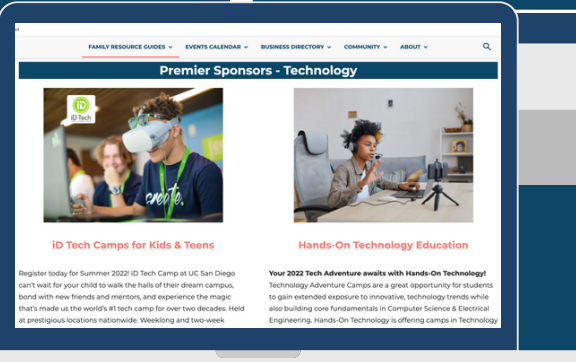
"Our camp and swim lesson programs have seen some impactful results since working with San Diego Moms for 1.5 years. Through the use of a promotional code, their marketing efforts have brought in over 100 campers & students between the two programs, but their reach and efforts extend beyond that, and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

Arthur, Camp Director

”

 SAN DIEGO MOMS™

# San Diego Moms Reach



2.2K  
FOLLOWERS

1.2K  
AVG MONTHLY REACH



18.6K  
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



60k Pageview combined on all SDM Guides



Last Year's Summer, Spring and Holiday Camp Guides: 26,820k 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 Camp Guide

## 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 Facebook Share - (\$125 Value + \$10 ad)
- Two Instagram Stories Share (\$100 Value)
- Listing in our Business Directory (\$100 Value)

**\$650 (\$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 (\$100 Value)

**\$250 (\$600 Value)**

**A GUIDE SPONSORSHIP IS VALID FOR ONE CALENDAR YEAR & INCLUSION IN ALL THREE GUIDES**



### Guide Launch Dates

Spring Break Camp Guide  
End of January

Summer Camp Guide  
Early February

Holiday Break Guide  
Live!



# Partnership Perks

## 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



SAN DIEGO MOMS™

## Featured Event Listings

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

## 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.

# Camp Guide Categories



## Categories Include (but not limited to):

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