



SAN DIEGO MOMS<sup>SM</sup>

# 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!*

# Let's Get Social

## Our Reach



## 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.

# 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

TINY TRUCKER CO.

American Red Cross  
Southern California Region

KeaBabies®

Osmo

ROOFTOP  
CINEMA CLUB

Magic Jump  
rentals

Qeepsake™

ECO  
LIPS

EcoVivarium  
Living Museum

gosili®

HSIAO LAW  
Trust • Elder Law • Asset Protection • Business  
Life and Legacy Planning

BUMKINS

Ultra The  
Sound  
Experience

evenflo.

lulladoll  
by R+R

Children's Primary Care  
Medical Group  
...In Your Neighborhood

DREAM DINNERS  
THE ORIGINAL MEAL BY COMPANY

THE JUSTICE CENTER  
OF SAN DIEGO

Brain Balance

Southern California  
Food Allergy Institute™

TWELVElittle

San Diego  
Humane  
SOCIETY

San Diego  
Blood Bank  
Saving lives today.  
Inspiring the tomorrow.

COASTAL KIDS  
DENTISTRY & ORTHODONTICS

I Love a Clean  
San Diego

Hands-on  
Technology

pediped®  
next best thing to bare feet

THE  
Storybook Character  
COMPANY

# 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

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!

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



# Signature Events

## 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



From our Partners . . .

“

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

”

“

"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."

-Alica, Creative Director,  
Travel Tray

”

# 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.



# 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!

## What you Give



### Giveaways

Provide ONE Giveaway item with a \$25+ value



### Swag

**VIP Swag Bags:** 25-50 (Full-sized products, travel size, gifts cards) Value of \$8+



**GA Swag Bags:** Provide 100 items (Product samples with coupon, small products) Value of \$3+



**All Swag Bags:** Include 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 @sandiegomomscos



**Email Marketing**  
Inclusion in two e-newsletter to 4k+ subscribers



**FREE Directory Listing** on SD Moms \$100 Value



**Website**  
Logo inclusion on San Diego Moms

**Donate to 5+ Events and receive:**



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