



ULTIMATE GUIDE TO FALL & THE HOLIDAYS IN SAN DIEGO





Bring on the Pumpkins, Halloween Costumes, Holiday Cheer and ALL things fall & winter! Don't miss this incredible opportunity to get your fall event, venue or listing in our comprehensive Fall and Holiday Guides. Rates listed include a listing in all THREE Guides: Pumpkin Patches & All Things Fall, Ultimate Holiday Events Guide and Holiday Gift Guide.

2022 GUIDE STATS

- Pumpkin Patch Guide: 2,599 Page-views
 - Average time on the page: 12 minutes 7 seconds
- Holiday Gift Guide: 1083 Page-views / 843 Page-views on Individual Gift Guide Listings
 - Average time on the main landing page: 2 minutes 08 seconds On Main Landing Page
- Holiday Lights: 3,836 Page-views
 - Average time on the page: 4 minutes 28 seconds
- Fall/Holiday Holiday Calendar: 4,599 Page-views: (Sept. 1 - Jan. 7, 2022 Community Calendar)
 - Average time on the page: 1 minutes 46 seconds

12, 960 Total Page-views

OUR REACH

	2.2K FOLLOWERS	30K AVG MONTHLY REACH
	18.1K FOLLOWERS	30K AVG MONTHLY REACH
	10.4K FOLLOWERS	29K AVG MONTHLY REACH
	760 FOLLOWERS	360K MONTHLY VIEWS

Alexis Osuna, Marketing & Sales | events@sandiegomoms.com

PRESENTING SPONSOR

\$1,000 (\$1500+ Value) *Only One Available*

- Logo/Naming rights on all THREE Guides: Pumpkin Patch Guide, Fall & Holiday Events and Holiday Gift Guide.
- Your business featured at the top of each guide including an image + logo, write-up (up to 400 words), contact info, and links. (\$500+ Value)
- One Sponsored Post on the blog, scheduled at a time of your choice (\$300 Value includes \$25 FB boost)
- (1) Instagram Feed Post (\$175 Value): Unlimited Story re-shares when tagged
- (1) Dedicated Email Campaign (\$150 Value)
- Featured Listing in our Business Directory (\$125 Value)
- We heavily market our guides on all social media platforms. As a presenting sponsor, your business will be featured on all social media, paid ads, and email newsletters. (\$500 Value)



PREMIER SPONSOR

\$200 (\$550+ Value)

- Your business featured at the top of the guide
- Listing includes your business logo or image, write-up (up to 400 words), contact information, and choose up to (4) contact links: website, phone, email, and ticket link, or social media. (\$300 Value)
- Choose which guide you want the Premier listing in: Pumpkin / Fall Guide and Ultimate Holiday Events Guide.
- You will receive a Gold listing in the other guide if you choose + an optional listing in the holiday gift guide.
- Want a premier listing in both guides? Upgrade to both guides for only \$100.
- Inclusion in a minimum of 2 email newsletters with write up/ links, Inclusion in round-up reel (if information is submitted before launch)
- Submit your seasonal events to community calendar with FREE Featured Upgrade (\$125 Value)
- Featured listing in our Business Directory (\$125 Value)

GOLD SPONSOR

\$100 (\$350+ Value)

- Includes a listing in both the pumpkin/fall and holiday events guides (optional to list in both or choose one) and holiday gift guide.
- Short business write up (Up to 200 words) & (2) Contact Links: website and phone listing
- Standard listing in our Business Directory. (\$75 Value)

Seasonal Single Event Boost \$50

Increase visibility on a single event with an event boost, which includes:

- Your event featured at the top of either the Fall or Holiday events roundup post
- Inclusion in Weekly events newsletter
- One Instagram Story Share
- Featured in roundup events reel

Holiday Gift Guide Listing Only \$50



ULTIMATE GUIDE TO FALL

Launches Early September

- Pumpkin Patches
- Apple Picking
- Farms & Mazes
- Fall Festivals & Events
- Halloween Events

ULTIMATE HOLIDAY GUIDE

Launches November 1st

- Holiday Themed Events
- Photos with Santa or Holiday themed photo experiences (Virtual or In Person)
- Christmas Tree Farms
- Best Christmas Lights Locations
- Holiday Getaways
- Recipes + Catering
- Holiday Getaways



HOLIDAY GIFT GUIDE

Launches November 1st

- Family focused holiday gift ideas
- Products & services

