



SAN DIEGO MOMS™

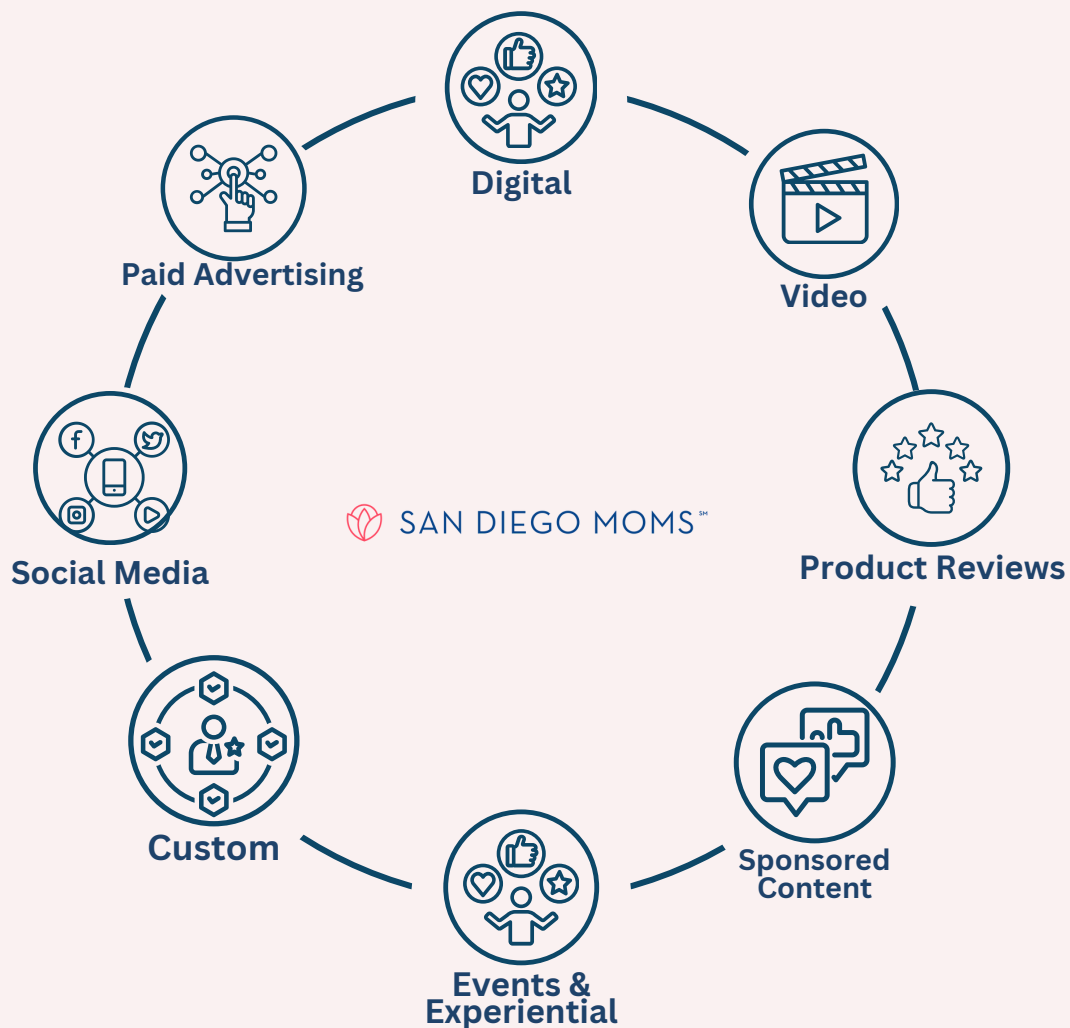
Media Kit & Event Sponsorships

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!



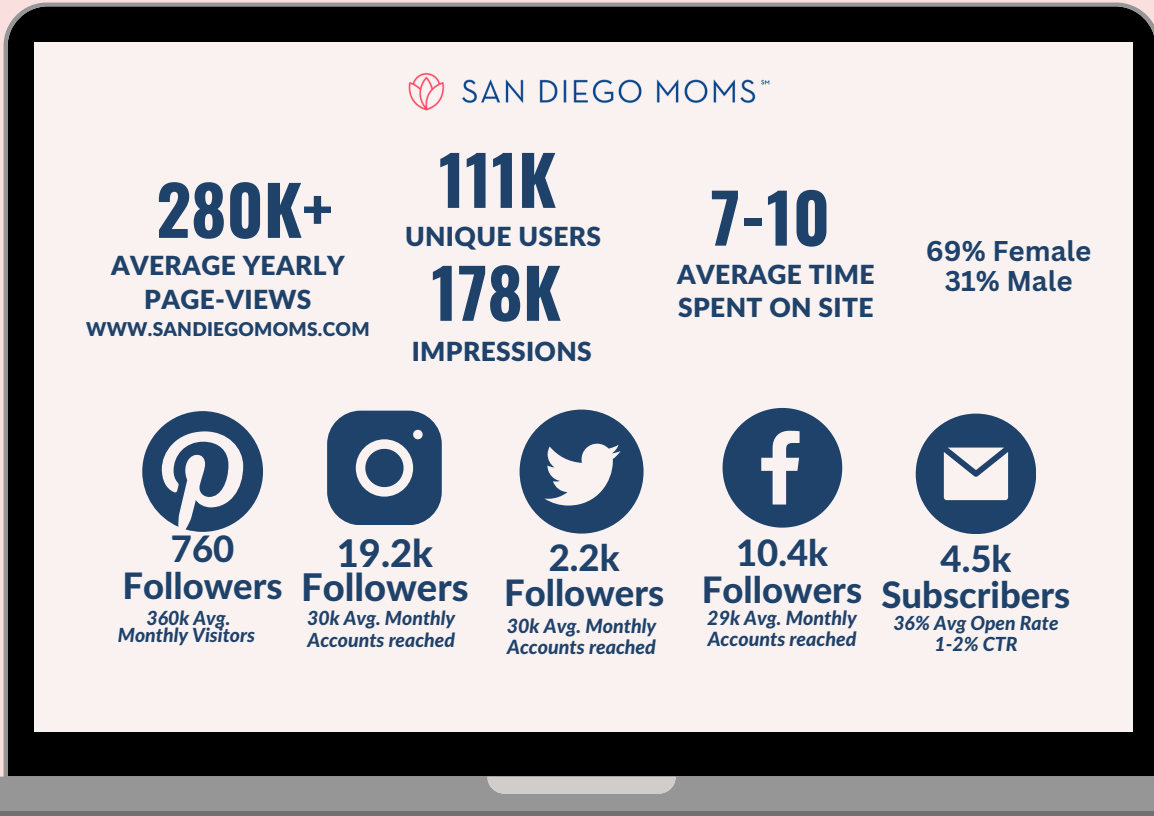
San Diego Moms

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



2023 Signature Events Recap

Total Event Attendance + Online Reach

- 1,300 Registered Families Combined
- 200+ Vendors / Brands
- 10-20 Local Influencer Partners & Press
- 8 News Segments

Event Online Reach Combined

- 1,500,000+ Reach (Pre & Post Event)
- 47,640 Page-Views on the Event Blog Posts
- 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

TINY TRUCKER CO.

 **American Red Cross**
Southern California Region

 KeaBabies®

Osmo

 ROOFTOP
CINEMA CLUB

 Magic Jump
rentals

Qeepsake™

 ECO
LIPS

 EcoVivarium
Living Museum

gosili®

 (R)

evenflo.

BUMKINS


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

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

 DREAM DINNERS
THE ORIGINAL MEAL BY COMPANY



 Brain Balance

 Southern California
Food Allergy Institute™

 San Diego
Blood Bank
Giving Blood. Making a Difference.



TWELVElittle

 San Diego
Humane
SOCIETY

 I Love a Clean
San Diego

 COASTAL KIDS
DENTISTRY & ORTHODONTICS

 Hands-on
Technology

 pediped®
next best thing to bare feet

 THE
Storybook Character
COMPANY

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.

- 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
- (2) 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, March 23rd or Sunday, March 24th from 10am-1pm
at AleSmith Brewery

Expected Attendance
150 Local San Diego Families

About the Event

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

9990 AleSmith Ct, San Diego, CA 92126



Bloom: An Event for New & Expecting Moms
Saturday, April 13th or 20th from 10am - 1pm (Location TBD)

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!



Pre-Father's Day Photoshoot: Ohana Style
Sunday, June 9th 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"
Sunday, September 30th from 10am-1pm at AleSmith Brewing

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

Sunday, December 1st 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

Tuesday, 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."

”

WWW.SANDIEGOMOMS.COM

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

BONUS

Donate to 5+ Events & Receive a Holiday Gift Guide Listing or Party & Event Planning Guide Gold Listing (\$200 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



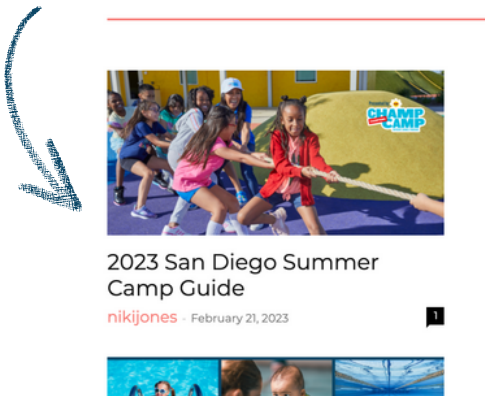
You will work with your Sales Team Member to confirm the correct sizes, but this is a great place to start.

Add YOUR Event to our Community Calendar



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

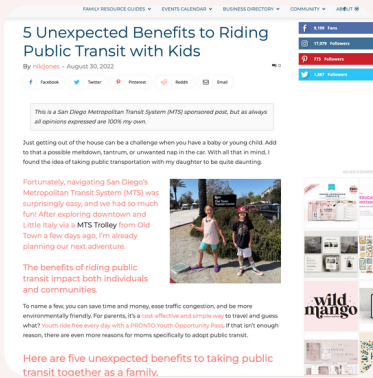
Resource Guides



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)

\$200 / \$100



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+.

\$225
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

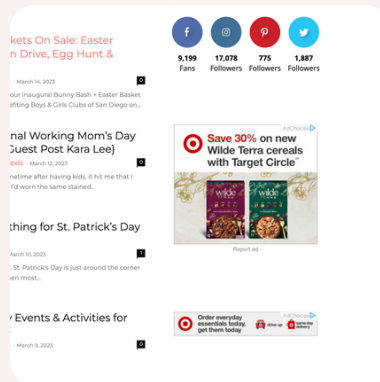
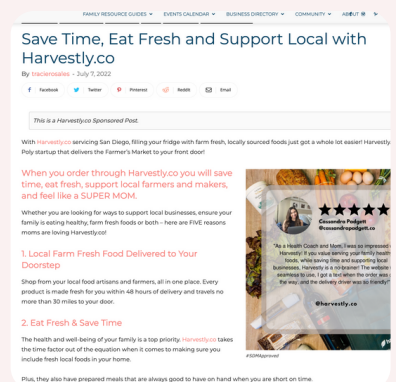


Image Ads

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

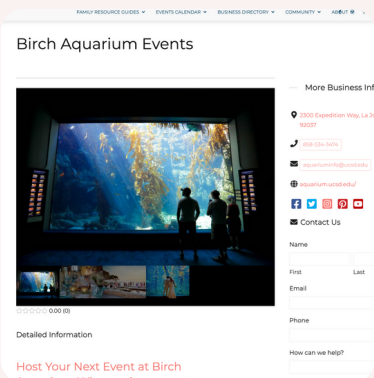


SDM Approved:

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.

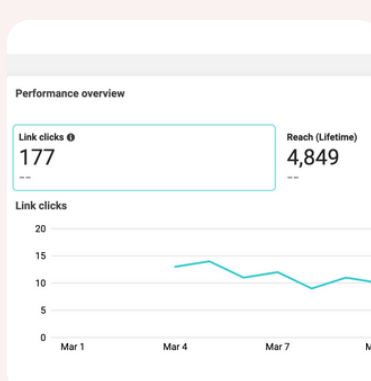
Starting at \$155



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.

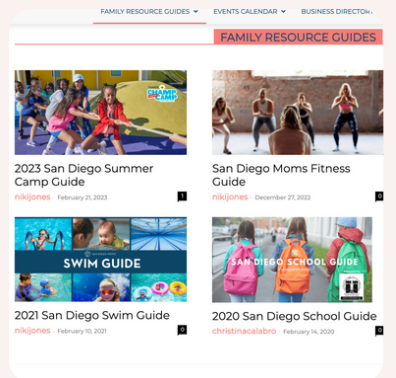
\$75 Standard / \$125 Featured (one time fee)



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

San Diego Moms Approved Monthly Spotlight

\$2,000

(\$4k Total Value)

**Only 12 Spots
Available Per Year**

Weekly Social Shares on IG & Facebook

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+. Monthly Brand Partners will receive (2) Instagram and (2) Facebook Shares.

\$700 Value

Facebook Live Brand Spotlight Q&A

To close out the month we will host a Facebook Live event on the 4th Wednesday of each month at NOON. This can be done virtually or live from your office, store or venue. A casual Q&A with a SDM team member allowing our readers to get to know you!

\$500 Value

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 Value

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 Value

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.

\$155 Value

Homepage Image Ad + Email Marketing Image Ad 30 Days

Your brand featured as our monthly brand spot light partner for the entire month! Includes a static image ad on sandiegomoms.com home page and a banner ad in all email Newsletters to our 4k+ subscribers promoting our monthly brand spot light partner!

\$600 Value

Weekly (4) Instagram Takeovers

We'll post 5-7 images throughout the "Takeover" along with targeted messaging. Saved to our monthly brand partner highlight reel.

\$600 Value

(2) Dedicated Email Campaigns

Two dedicated email blasts with your business and custom message to our audience of 4k+ subscribers.

The option to include a special offer to our readers to highlight our monthly brand partner can be featured here.

\$300 Value

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 throughout the year.

\$100 Value

Yearly Planner

Resource Guides

January

Dance Studios +
Classes Guide

February

School Guide
Spring Camps
Summer Camps

March

July 4th
Events
Roundup

April

Swim Guide
(Pools, Lessons, Athletics)
Mother's Day
Gift Guide

May

Women's Health
(Pregnancy, Birth & Beyond)
Father's Day
Gift Guide

June

Pediatric
Dentist Guide

July

Pediatrician Guide

August

Back to School

September

Indoor Play Guide
Pumpkin + Fall
and Holiday
Events &
Festivals Guide

October

Vacation +
Staycation Guide

November

Holiday
Gift Guide
Party Guide

December

Fitness Guide

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!