



2024 Sponsorship Deck

FAMILY SAFETY DAY

Hanging with Heroes

Saturday, September 21st from 10am-1pm

2023 SUMMARY & KEY METRICS

325
Families
Attended

1,300+
Children
& Adults

3
Local News
Segments

6,752
Website
Pageviews

8,515
Ticketing Site
Pageviews

15,267
Total
Pageviews

20,000
Combined
Video Plays

58,000
Accounts
Reached
(FB & IG)





OUR MISSION & VISION

It's incredible how much Family Safety Day "Hangin' with Heroes" has grown over the past five years—from a 100-person gathering to over 1,600 attendees in 2023 from all over San Diego County.

Our vision: We aim to make Family Safety Day the **BIGGEST** safety fair in San Diego and maybe even the whole region! We've been honored to have representation from so many government agencies at our events, from SDPD, SDFD, FBI, DEA, SD Sheriff, CHP, SD Lifeguards, and many more.

The goal of Family Safety Day is simple: to foster open communication between parents, children, and those who protect and serve us, making safety discussions easier and more natural for families. We share important safety tips in a way that's easy for parents and kids to understand while bringing our community closer. When every parent has these tools, we help our families stay safe and create a support network for others in need.

As a single mom to an 8-year-old daughter, I know how tough it can be to discuss safety in an imperfect world. I struggled with these conversations and realized many parents faced the same challenge. This led to the pivot in our event's focus.

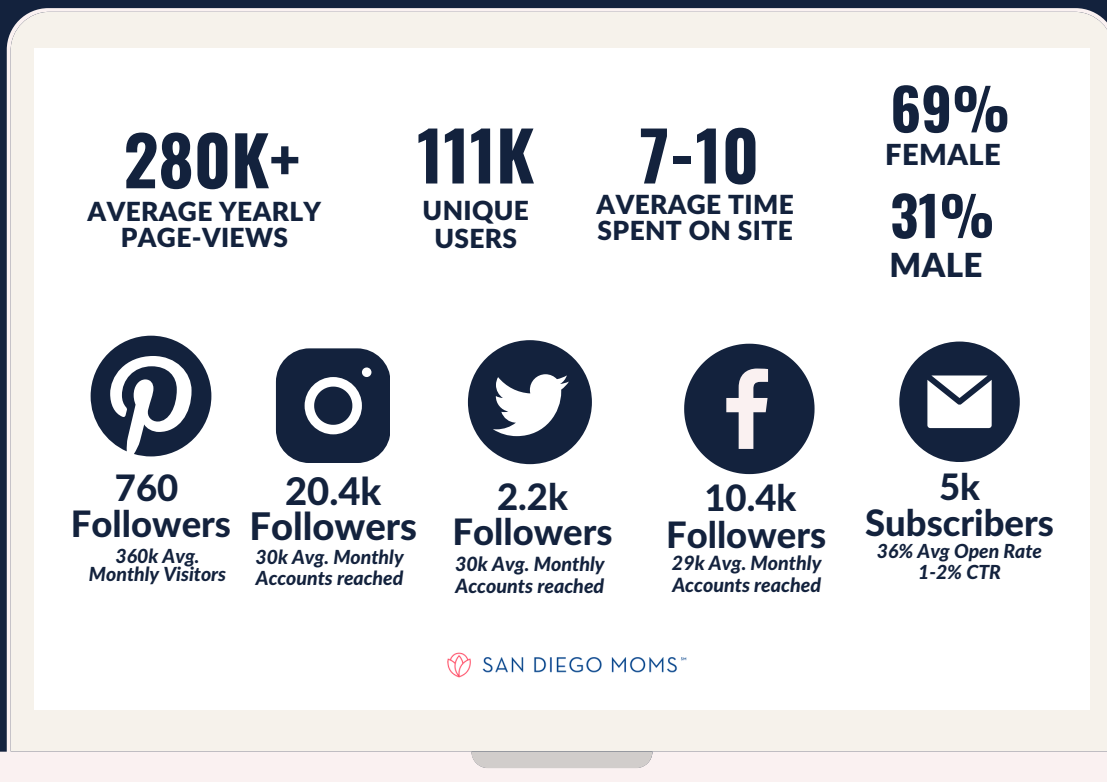
A huge part of our events is ensuring that everyone (parents and kids) has lots of FUN! I retain information better when tied to a positive and memorable experience. My hope is that this will happen with the information families receive at the event, leading to more conversations at home.

Best regards,

Niki Jones
Owner, San Diego Moms



SAN DIEGO MOMS' REACH



2023 SIGNATURE EVENTS RECAP

Total Event Attendance + Reach

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

Event Online Reach Combined

- 1,200,000+ Reach (Pre & Post Event)
- 47,640 Pageviews 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

Device Type

- 69% Mobile
- 30% Desktop
- 1% Tablet

Number of Children

- 40% have One
- 60% have Two+



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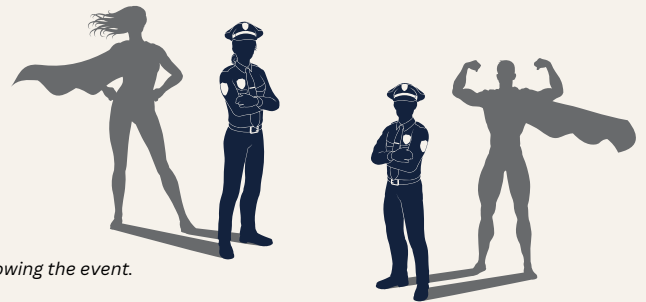
AREA TITLE SPONSORSHIPS

TOTAL INVESTMENT: \$3,000 (\$5,600+ Value)

Craft an experience that resonates with your brand and the theme of our Family Safety Day to maximize your visibility. With only four area sponsorships available, you're assured extensive brand exposure, both online and during the event. On the next page, you'll find the available area sponsorships. If you're interested in customizing an area, our team is ready to assist.

Sponsorship Includes:

- The opportunity to reach 500+ local families in person at the event, where you may display marketing materials, promote your products and services, distribute samples, and more. (\$1,000 Value)
- Includes a 20x20foot(+) dedicated exhibitor area
- Custom branding and print signage at the event with area naming rights. (\$750 Value)
- Logo (and/or hashtag) prominently featured on selfie stations or photo booths within the area* (\$750 Value)
- 1/2-page ad in event passport/program (\$500 Value)
- Inclusion in event bags (products & flyers)
- Premium social media package (\$500 Value)
- Mention by the event emcee during the event (\$250 Value)
- Prominent logo placement on: (\$1,000 Value)
 - Website (event page banner)
 - Tickets & purchase tickets page
 - Event marketing materials
 - Event Passport/Program
- Featured Business Directory Listing (\$125 Value)
- (1) 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. (\$350 Value)
- (1) Dedicated email blast to 5k subscribers + event attendees with a focused message. (\$150 Value)
- Dedicated Instagram Post: Create brand awareness with an IG or Facebook post with a custom-crafted message, CTA, and/or a 48-hour flash giveaway. If a giveaway is selected, just provide an Item valued at \$100+. (\$225 Value)



All marketing elements must be scheduled before August 10th, otherwise they will be fulfilled following the event.



SUPERHEROES IN TRAINING

Become the REAL superhero at Family Safety Day as the Superheroes in Training Title Sponsor. In this exciting area, kids can unleash their inner hero through various fun and educational activities, empowering them to be active, stay safe, and dream big. Whether they're tackling the obstacle course, meeting community heroes, or posing with iconic superheroes, there's something for every aspiring hero. By activating your brand in this exciting area, you'll seamlessly blend your business messaging with the positive experiences families will enjoy.



Photo Ops with Real-Life Heroes + Big Screen Superheroes

Guests can meet the heroes who protect our community and your favorite big-screen superheroes! Snap photos with San Diego's finest from the Police, Fire, and Sheriff's Departments and, of course, their favorite superheroes all proudly featuring the title sponsor's logo.



Ninja Obstacle Course: Superhero In Training

Perfect for kids of all ages, the Ninja Obstacle Course will test your agility, strength, and determination as you navigate through tunnels, climb walls, and leap over obstacles.

HERO HEADQUARTERS: EMERGENCY VEHICLE EXPERIENCE

Be the driving force behind Hero Headquarters: Emergency Vehicle Experience! As the Title Sponsor, your brand will take center stage in this interactive, family-friendly zone. Your brand will shine on all signage, marketing materials, and promotional activities, ensuring maximum visibility and impact. By sponsoring Hero Headquarters, you'll seamlessly blend your business message with an unforgettable experience. You'll inspire the next generation of heroes while showcasing your commitment to community safety.



Explore 6+ Emergency Service Vehicles

Families will explore fire trucks, police cars, and ambulances, meeting the real-life heroes who operate them.

Not All Heroes Wear Capes

Families will have the opportunity to meet the brave men and women who operate these emergency service vehicles, hear their stories, and gain valuable safety tips. This hands-on experience is perfect for aspiring heroes of all ages, offering a unique opportunity to interact with emergency services and discover what it takes to be a community protector.



CENTER STAGE ENTERTAINMENT LOUNGE

Position your brand center stage as the Entertainment Lounge title sponsor at the year's most anticipated family event. This dynamic hub of activity will pulse with energy, featuring an exciting mix of attractions such as a superhero costume contest, live DJ, face painting, and more, all crafted to captivate and entertain attendees across all age groups.

Superhero Kids' Costume Contest

Children are invited to don their favorite real-life hero or superhero costumes! They'll take the stage to showcase their outfits and strike their best superhero pose. As the title sponsor of this key segment of Family Safety Day, your brand will be prominently featured, capturing the spirit and excitement of the event.

Center Stage: DJ + Live Performances

As the title sponsor of this area, your brand will be prominently featured during all live DJ sets and live entertainment at the event. Your logo will be visible on stage backdrops and banners, ensuring high visibility and strong brand association with the excitement of the festivities.



OTHER IDEAS FOR AREA SPONSORSHIPS

Pet Safety Park

Offer a pet safety demonstration area where experts teach children and adults how to care for pets during emergencies, including live demonstrations with rescue animals, branded with your sponsorship.

Emergency Escape Room

Create a branded escape room experience that simulates different safety scenarios, teaching families how to react quickly and effectively in real emergencies.

Safe Streets Circuit

Sponsor a bike and pedestrian safety circuit where kids can learn road safety tips through guided bike rides and pedestrian crossings, complete with branded safety gear like helmets and reflective vests.

Digital Detective Lab

Create an interactive zone that teaches families about online safety, including cyberbullying prevention and internet security, with engaging digital games and activities branded with your logo.

Safety Skills Workshop Zone

Sponsor a series of interactive workshops where kids and parents can learn essential safety skills like first aid, fire safety, and emergency response, all under your brand's banner.

