



# 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 event, venue, or listing in our comprehensive Fall and Holiday Guides. Rates listed include a listing in all THREE Guides: The Ultimate Guide to Fall, Ultimate Guide to Holidays and our Holiday Gift Guide.

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# 2023 Guide Stats

## Marketing Reach

All partners are included in social media and marketing weekly roundups & guides.

### Fall & Halloween



Accounts Reached  
26,512



Reel Plays  
35,405



Post Interactions  
1,662



Saves & Shares  
423 / 412

### Holidays & Gift Guide



Accounts Reached  
32,917



Reel Plays  
5,783



Post Interactions  
25,077



Saves & Shares  
879 / 959



2.2k  
followers

30k  
Avg Monthly  
Reach



20.4k  
followers

30k  
Avg Monthly  
Reach



10.4k  
followers

29k  
Avg Monthly  
Reach



760  
followers

360k  
monthly views

## Launch Dates

### Ultimate Guide to Fall

Launches Early September

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

### Ultimate Guide to the Holidays

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

### Holiday Gift Guide

Launches November 1st

- Family focused gift ideas
- Products & services

## Website Stats

www.sandiegomoms.com

### Ultimate Guide to Fall In San Diego

*This includes The Ultimate Guide to the Fall, a Pumpkin Patch Guide, a Guide to Halloween Events, and a Guide to Fall Festivals & Events.*

**6,417 Total Combined Pageviews**

### Ultimate Guide to the Holidays

*This includes The Ultimate Guide to the Holidays, a Holiday Gift Guide, and a Christmas Lights and Festivals & Events Guide.*

**4,098 Total Combined Pageviews**

### Fall & Holiday Events

*Listed on Community Calendar*

**2,344 Total Combined Pageviews**

**12,859 Total Pageviews**

# Sponsorship Opportunities

## Presenting Sponsor

*Only One Available*

In addition to all the benefits included in the base level, the Presenting Sponsor will also receive:

- Your business will be prominently featured as the presenting sponsor of all THREE Guides: Ultimate Guide to Fall (including the Pumpkin Patch Guide), Ultimate Guide to the Holidays & our Holiday Gift Guide (\$1,500+ Value)
- Instagram Story Takeover + Reel: Invite an SDM team member to attend your fall or holiday activation (complimentary). They will share their experiences through photos and videos, creating a dedicated Instagram Story and Reel. (\$800 Value)
- (1) Instagram Feed Post (\$175 Value)
- (1) Facebook Feed Post (\$175 Value)
- (1) Dedicated Email Campaign (\$150 Value)
- Featured in the first position on weekly Fall or Holiday Round-up Reels. (\$400 Value)
- Guides are heavily marketed across all social media platforms. As a presenting sponsor, your business will be featured on all social media channels, paid ads, and email newsletters. (\$700 Value)

**\$1,250 (Total Value: \$2,525+)**

## Premier Sponsor

In addition to all the benefits included in the base level, Premier Sponsors also receive the following:

- Top placement in (3) guides and/or specific categories within the guide.
- Your listing includes a single image, a business write-up, up to four contact links, and social media links on the Guide homepage, with additional detailed information on your individual business listing. (\$400 Value)
- Inclusion in (2) Email Newsletters featuring your write-up and links. (\$150 Value)
- Featured in Event, Fall & Holiday Round-up Reels on Instagram in a prominent position. (\$300 Value)

**\$225 (\$1000+ Value)**

## Gold Sponsor

In addition to all the benefits included in the base level, Gold Sponsors also receive the following:

- Your listing includes a single image, a short business write-up, and two contact links on the homepage, with additional link options on your guide listing. (\$300 Value)
- Gold listings are displayed below Premier listings on the guide or in their category.
- Inclusion in Event, Fall & Holiday Round-up Reels on Instagram. (\$100 Value)

**\$100 (\$550+ Value)**

## All Sponsorships include:

- Includes a listing at your designated sponsorship level in the Pumpkin Patch Guide, Fall & Holiday Events Guide, and Holiday Gift Guide. (\$250-\$750 Value)
- Featured listing in our Business Directory. (\$125 Value)
- Unlimited Instagram Story re-shares when @sandiegomomsco is tagged. (\$100 Value)
- Submit your seasonal events to our community calendar with a FREE Featured Upgrade. (\$125 Value)
- Receive a 25% Discount on all additional marketing or social media booked by the end of 2024.

