



SAN DIEGO MOMS™

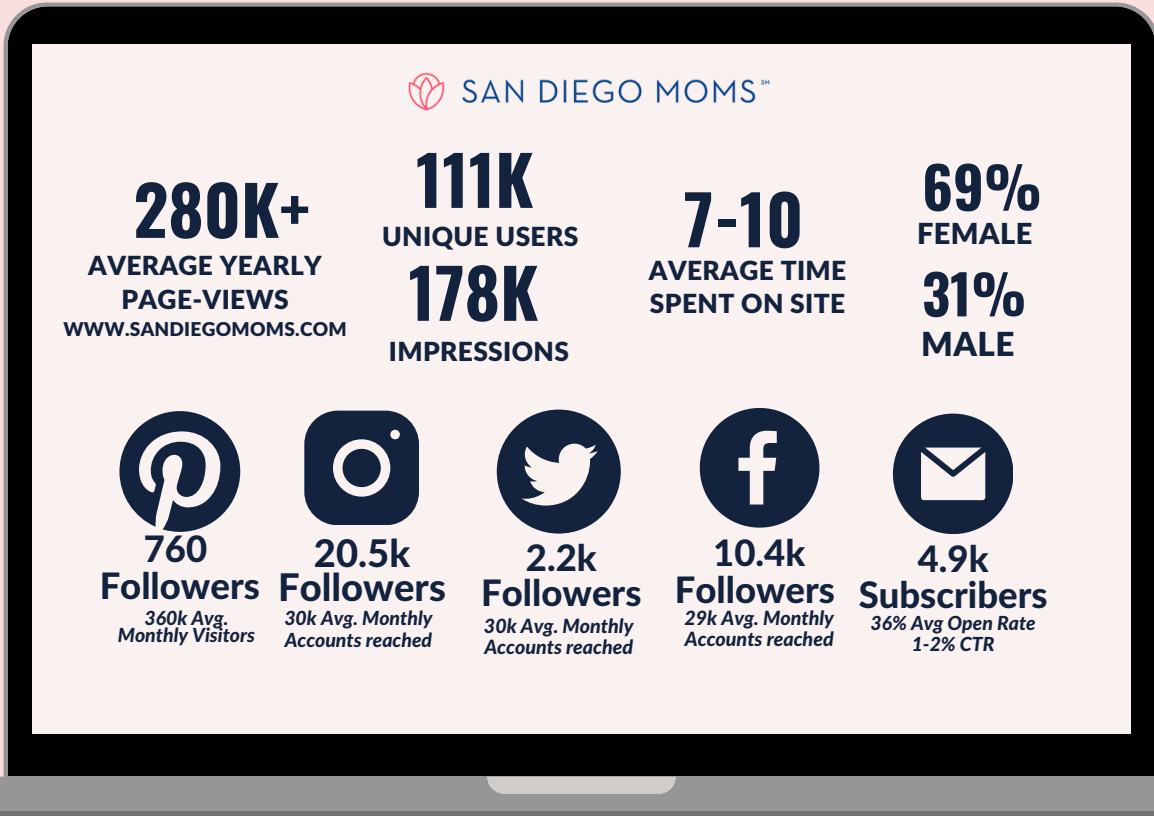
Event Sponsorships

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!

www.sandiegomoms.com

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

- 1,200,000+ 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.

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 150-400 local families. We connect brands with thousands of San Diego parents each year through seasonal fun events to educational seminars or workshops.

Our events attract not only consumer audiences but also local media and influencers.

Sponsorship packages and pricing listed are per event. Multi-event sponsorship bundles are available and highly discounted.

Please contact us for more information!



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

evenflo.

lulladoll
4 RoRo

Ultra The
Sound
Experience

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

12

San Diego
Humane
SOCIETY

COASTAL KIDS
DENTISTRY & ORTHODONTICS

I Love a Clean
San Diego

Hands-on
Technology

pediped®
next best thing to bare feet

THE
Storybook Character
COMPANY

Final Events of 2024



Sips & Sweets with Santa

Sunday, December 1st
10am-1pm

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!

Location

AleSmith Brewery
9990 AleSmith Ct, San Diego, CA 92126

Glow BIG Noon Year

Tuesday, Dec. 31st
10am-1pm

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!

Location

AleSmith Brewery
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."

-Alica, Creative Director,
Travel Tray

”

Event Sponsorships

SPECIAL OFFER FOR SIPS & SWEETS WITH SANTA + NOON YEAR

Offer #1: Sign up for a Gold, Platinum, or Area Sponsorship for Sips & Sweets with Santa and get the same sponsorship at Glow Big Noon Year, FREE!

Offer #2: Sign up for a Table Sponsorship at Sips & Sweets with Santa and get 50% OFF Noon Year OR take 10% OFF a Table Sponsorship at either event!

Offers expire November 15th!

NEW THIS YEAR: ALL Vendors MUST provide a swag bag item OR a giveaway for the event they are participating in. We will need a total of 100 items for the swag bags. While we prefer each sponsor to donate 100 items, we can also accept a minimum of 25. If providing a coupon or paper insert - It must be a great offer - BOGO / 50% OFF / FREE Trial etc.



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

3-4 AVAILABLE PER EVENT



Platinum Sponsor

- All items in base package and up to a 10x20 Exhibitor Area
- (1) Facebook Share
- Dedicated Email Blast
- Premium Social Media Package
- Logo on event passport and print signage
- (2) VIP tickets to the event

\$500

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

\$125

SHOP VENDORS



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. (\$125 Value)

Shop Vendors are Businesses selling a physical products or food or beverage products.

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!



What you Give
Per Event



Giveaways

Provide a Giveaway item with a \$25+ value



Swag

VIP Swag Bags: Up to 100 items (Full-sized products, travel size, gift cards) Value of \$3+



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 @sandiegomomsco (\$500 Value)



Email Marketing

Inclusion in a minimum of one e-newsletter to 5k+ subscribers (\$100 Value)



FREE Featured Directory Listing on SD Moms (\$125 Value)



Website

Logo inclusion on all event marketing and print signage (\$500 Value)



FREE Featured Event Marketing

Add your special events to our community calendar and receive a featured listing upgrade! (\$200 Value)

BONUS

Donate to our FINAL TWO Events & Receive a Resource Guide of Your Choice Gold Listing (\$250 Value)



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!