



## 2017 SPONSORSHIP PROGRAM



palm beaches convention for moms, by moms

## our mission

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Parents are often so overwhelmed by the day-to-day routine of family life, that they don't have the time or energy to seek-out a village of professional support.

The PalmMom Convention showcases local experts, small business entrepreneurs, and passionate educators to collaborate with parents throughout their journey.

This day long event is happening on October 21st, 2017, and includes on-going 30 minute workshops from professionals in related parenting fields, children's activities, product displays, shopping, and so much more! To showcase your company at The PalmMom Convention, contact our team as soon as possible as spots are limited.







network. ——— empower.  
——— educate. ———

## our event

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Millennial parents are the fastest growing sector for the parenting industry. Marketing research on this population consistently shows that this group prefers to support “causes”, not businesses. More than ever, our community is craving an event to connect parents with the faces of small business entrepreneurs.

The PalmMom Convention takes place on October 21st, 2017, and will highlight like-minded small businesses with a genuine commitment to the betterment of our community.

Current market data reveals that consumers desire on-going engagement with a brand prior to becoming a loyal customer. The PalmMom Convention is an interactive event that facilitates the “business to customer” interaction.

save the date  
location

Saturday, October 21st 2017

DoubleTree by Hilton  
4431 PGA Boulevard, Palm Beach Gardens, FL

time

9am to 3pm



# be in the know

what you need to know about the parenting industry

- Millennials now account for **80% of the U.S's annual births.**
- **50% of Millennial parents** will specifically shop for products that support their causes, and are often cited as one of the most socially compassionate generations.
- As of January 2017, Facebook was the **most popular social media network** accessed by mothers in the United States.
- **62% of Millennials** report that if a brand engages them on social media, they are more likely to become a loyal customer.

#### Sources:

*New Research: "The Millennial Generation Becomes Parents" ([www.millennialmarketing.com](http://www.millennialmarketing.com))*

*Parents Online - Statistics and Facts ([www.statista.com](http://www.statista.com))*

*"10 New Findings About the Millennial Consumer" ([www.forbes.com](http://www.forbes.com))*

# local reach

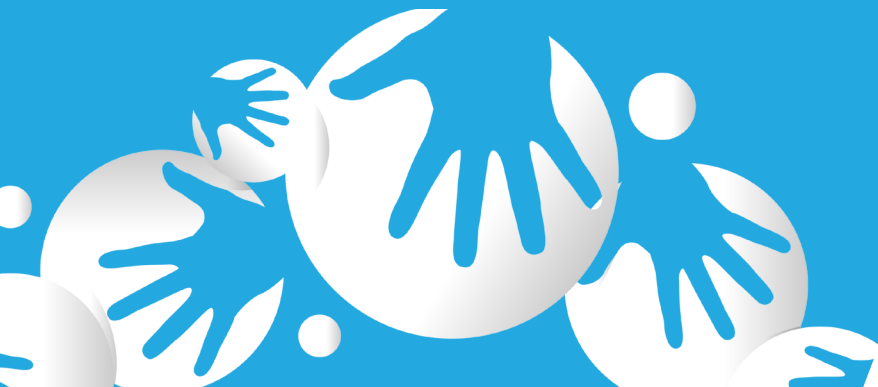


- Palm Beach County has **over 340,000 households** with children under the age of 16 as of the 2010 census data.
- “Families” make up **62% of households** in Palm Beach County.
- **177,044 females** between the ages of 22 and 44 live in Palm Beach County.



Learn and grow with your child as you both discover the power of playing with purpose.  
[www.PlayWithPurposeFL.com](http://www.PlayWithPurposeFL.com)

**presenting sponsor**







# A COORDINATED EFFORT TO MAXIMIZE YOUR BRAND

The PalmMom Convention Sponsorship Program provides highly visible and valuable opportunities for you and your organization to increase brand recognition and sales.

The focus of the event is education and empowerment for moms in the community; as a vendor, you will have the unique opportunity to share your services in a unifying, uplifting event centered around motherhood. Our multi-faceted grassroots, social media marketing campaign will specifically target our shared demographic - Moms of the Palm Beaches. We will visit frequented places of work and play for moms and community schools with fliers and information, post on social media sites, boost social media ads, and utilize our wide reaching network of other small business owners to promote our event and participating vendors.

**Vendor participation is selective and limited spaces are available. In effort to be respectful of our small businesses, we will reserve 1-2 spaces for similar goods and services. We select based on referrals, word of mouth, and space availability.**

If you are interested in participating, please reach-out as soon as possible to secure your space.

**@thepalmmom | @playwithpurpose**

# platinum partner

\$1,000 per Sponsorship

By becoming one of our "Platinum Partners", you are entitled to all rights and privileges associated with The PalmMom Convention. Your brand will be showcased as a Platinum Partner on our website, advertising, and social media both before and after the event. In addition, you will have the ability to promote all of our activities as your own.

## Prior to Event

Your logo prominently featured on:

- The PalmMom Convention's website & sponsorship page - including every footer on site with active hyperlink.
- All official PalmMom Convention marketing deliverables - posters, emails, flyers, event videos, media, etc.

Your brand will be highlighted in:

- Brand will be included in any press releases, e-mail blasts, and sponsored social media announcements
- Personalized and professionally designed event branded e-cards to post on event social media sites for cross-promotion. All files provided for your additional distribution (minimum of 4).
- Official "Platinum Partner" announcements by MC during the event
- Social Media:
  - Brand will be tagged and hashtagged (#) on every single post
  - Brand will be highlighted as our "official partner"
  - Receive at least one weekly post dedicated to your brand or product

Authorized use of official The PalmMom Convention's name and logo upon your sponsorship activation, which includes:

- Your website
- Your social media accounts
- Press releases
- Contests/giveaways
- Your marketing materials (banners, posters, flyers, etc.)





# platinum partner (continued)

## During the Event

Inside venue, we'll provide:

- VIP placement in event space in highly visible location.
- Recognition for all official PalmMom Convention marketing deliverables - posters, emails, event videos, media, etc.
- 6 foot table space for display, table cloth, and two chairs

Your brand will be highlighted in:

- Brand will be included in "Premier Partner" announcements during the event by our MC
- Brand shout-out on Facebook Live during event
- Brand/logo included in all media packages (before and/or after event)
- Opportunity to provide "swag" or promotional material in participants' check-in bag.
- Opportunity to provide a raffle item that will be announced during the event.
- The opportunity to sell goods at the event (extra space can be provided for display racks with appropriate notice given).





# additional sponsorship opportunities

## tier 1

**\$500**  
per sponsorship

### prior to event

As a Tier 1 Sponsor, you'll receive:

- Personalized branded/event branded professionally designed e-card posted on event social media for cross-promotion. File will also be provided for your additional distribution and advertising efforts (minimum of 4).
- Placement of logo on main website.
- Social Media: One post every three weeks with your brand tagged (@) and hash tagged (#) beginning in August 2017.

### during event

- Preferential placement in event space.
- 6 foot table, table cloth, and 2 chairs for display provided.
- The opportunity to provide "swag" or promotional material in participants' check-in bag.
- The opportunity to provide a raffle item that will be announced during the event.
- The opportunity to sell goods at the event (extra space can be provided for display racks with appropriate notice given).
- Name recognition during the event.

## tier 2

**\$300**  
per sponsorship

### prior to event

As a Tier 2 Sponsor, you'll receive:

- Placement of logo on website's sponsorship page.
- Social Media: One post every three weeks with your brandtagged (@) and hash tagged (#) beginning in August 2017.

### during event

- 6 foot table, table cloth, and 2 chairs for display provided
- The opportunity to provide "swag" or promotional material in participants' check-in bag.
- The opportunity to provide a raffle item that will be announced during the event.
- The opportunity to sell goods at the event (extra space can be provided for display racks with appropriate notice given).
- Name recognition during the event .

## tier 3

**\$150**  
per sponsorship

### prior to event

As a Tier 3 Sponsor, you'll receive:

- Placement of logo on website's sponsorship page.
- Social Media: At least two posts with your brand tagged (@) and hash tagged (#) beginning in September 2017.

### during event

- 6 foot table, table cloth, and 2 chairs for display provided.
- The opportunity to provide "swag" or promotional material in participants' check-in bag.
- The opportunity to provide a raffle item that will be announced during the event.

## custom add-on sponsorship opportunities

In addition to the above sponsorship opportunities, we have a select group of add-on partnerships for professionals and brands seeking to help enhance our 2017 program.

these are subject to availability and include -->

### event speaker

#### Includes:

- Separate promotion of talk topic prior to the event on flyer, social media, and e-mail promotion.
- An introduction given by event organizer.
- A 30-minute speaking time frame.
- Company name and activity listed on "master schedule" given to all participants upon arrival.
- Company name and activity posted on social media prior to the event.

### children's activity host

#### Includes:

- Space in addition to the 6 foot table to host children's activities.
- Vendor space near the front of the entrance to the event.
- Announcements with company name and activity prior to and during activity event.
- Company name and activity listed on "master schedule" given to all participants upon arrival.
- Company name and activity posted on social media prior to the event.



Thank you for your interest in this exciting event. Should any questions arise as you preview this packet, please reach out. We look forward to hearing from you.



for more information, please email or call:

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