



# EVENT MEDIA KIT

Connect with local moms & leave a lasting impression face to face!

# **VMC Events: To connect with Mom's in and around Victoria**

Victoria Moms Blog events are targeted for moms and provide your brand with face-to-face interaction and the opportunity to place your products and services directly into the hands of your target audience.

## **UPCOMING EVENT DETAILS:**

**WHO:** 15-20 Mothers of babies and toddlers

**WHEN:** February 20, 2017 | 11:30am-1:30pm

**WHERE:** Passion & Performance Studio  
Victoria, BC

**WHAT:** This Victoria Moms Blog event will consist of a Mama & Baby Dance class and mingling in a beautiful and welcoming studio at Passion & Performance. Event guests will have the opportunity to meet other moms, interact with local businesses, have the chance to win giveaway prizes, and learn about amazing products and services in and around Victoria.

# VMB Event Sponsorship Levels

## **EVENT TITLE SPONSOR::**

Most prominent level of sponsorship. Recognition as Title Sponsor with event host, i.e. "Victoria Moms Blog Event presented by XYZ Company". Maximum exposure in all media advertising; Includes image advertising, featured blog post, social media and print. (ONE AVAILABLE PER EVENT)

## **EVENT VENUE SPONSOR::**

Recognition as Sponsor of the event venue. Personal exposure of your venue, products and services to local moms & families. Maximum exposure in all media advertising; Includes image advertising, featured blog post, social media and print. (ONE AVAILABLE PER EVENT)

## **FOOD & BEVERAGE SPONSOR::**

Personal exposure of a sampling of your menu and products to local moms & families. Great for businesses that want to serve their products and interact face to face with guests, but not mandatory to have a representative present. Includes image advertising, blog, social media and print. (TWO AVAILABLE PER EVENT)

## **PHOTOGRAPHY SPONSOR::**

Recognition as event photographer for the day of the event. Personal services exposure and interaction with guests at the event. Includes image advertising, blog, social media and print. (ONE AVAILABLE PER EVENT)

## **MARKETING SPONSOR::**

Recognition as Sponsor of all event print marketing and signage for the day of the event. Includes image advertising, blog, and print. (ONE AVAILABLE PER EVENT)

## **TABLE/ENTERTAINMENT SPONSOR::**

Showcase your products, services or entertainment for local moms and families to sample, purchase and/or enjoy. Includes image advertising, blog and social media. (THREE AVAILABLE PER EVENT)

## **GIVEAWAY SPONSOR::**

Perfect for businesses who are not available for an in-person sponsorship level, we offer the ability to sponsor a product/service giveaway valued at a minimum of \$50.

## **SWAG BAG SPONSOR::**

Include a sample sized product or gift certificate along with marketing material for your business to fill 50 bags.

# VMB Event Sponsorship Deliverables

## **\$300 EVENT TITLE SPONSOR::**

- Title Sponsor with event host, i.e. "Victoria Moms Blog Event presented by XYZ Company"
- Most prominent mention of Company name on all advertising, online & print, related to the VMB event.
- 3 month static sidebar ad on VMB website (300x250 banner).
- 2 Sponsored Posts featuring Company on VMB website within evenly spaced within 3 months of the event.
- Unlimited Social Media effort leading up to the event; minimum 2x/week across Facebook, Twitter and Instagram.
- Event Giveaway option (\$50 min. value) & Company highlight at event.
- Pre and Post event Company mentions & link in event promotional posts on VMB website.
- List of event attendees for post event marketing.

## **IN-KIND EVENT VENUE SPONSOR:: (Sold Out)**

- Personal exposure of your products and services to local moms and families.
- Mention of Company name as event venue on all advertising related to the VMB event.
- 3 month rotating sidebar ad on VMB website with other event sponsors (300x250 banner)
- 1 Sponsored Post featuring Company on VMB website within 3 months of the event.
- Unlimited Social Media effort leading up to the event; minimum 2x/week across Facebook, Twitter and Instagram.
- Event Giveaway or Swag Bag contribution option (\$25 min. value) & Company highlight at event.
- Pre and Post event Company mentions & link in event promotional posts on VMB website.
- List of event attendees for post event marketing.

# VMB Event Sponsorship Deliverables

## **IN-KIND FOOD & BEVERAGE SPONSOR::**

- Personal exposure of your products and services to local moms and families.
- Company name/logo included in all VMB website posts and print materials related to the event.
- 3 month rotating sidebar ad on VMB website with other event sponsors (300x250 banner)
- 1 Sponsored Post featuring Company on VMB website within 3 months of the event.
- 2 Social Media Business highlights leading up to the event.
- Event Giveaway or Swag Bag contribution option (\$25 min. value) & Company highlight at event.
- Pre & Post event Company mentions & link in event promotional posts on VMB website

## **IN-KIND PHOTOGRAPHY SPONSOR::**

- Personal exposure of your products and services to local moms and families.
- Company name/logo included in all VMB website posts and print materials related to the event.
- 3 month rotating sidebar ad on VMB website with other event sponsors (300x250 banner)
- 2 Social Media Business highlights related to the event: 1 pre-event, 1 post event.
- Event Giveaway or Swag Bag contribution option (\$25 min. value) & Company highlight at event.
- Pre & Post event Company mentions & link in event promotional posts on VMB website.
- Photographers photos featured and Company mention in post event VMB website post.

## **IN-KIND MARKETING SPONSOR::**

- Personal exposure of your products and services to local moms and families.
- Company name/logo included in print materials related to the event.
- 3 month static tile sidebar ad on VMB website (150x150 ad)
- Event Giveaway or Swag Bag contribution option (\$25 min. value) & Company highlight at event.
- Pre & Post event Company mentions & link in event promotional posts on VMB website

## **IN-KIND TABLE/ENTERTAINMENT SPONSOR::**

- Personal exposure of your products and services to local moms and families.
- 3 month static tile sidebar ad on VMB website (150x150 ad)
- Event Giveaway or Swag Bag contribution option (\$25 min. value) & Company highlight at event.
- Pre & Post event Company mentions & link in event promotional posts on VMB website

## **GIVEAWAY SPONSOR::**

- Product or service giveaway (min. \$50 value) & Company highlight at VMB event.
- Social Media exposure on our event page
- Pre & Post event Company mentions & link in event promotional posts on VMB website

## **SWAG BAG SPONSOR::**

- Swag bags or items to fill 20 bags
- Sample sized product or Gift Certificate/Coupon worth \$20 min. retail value along with marketing material.

Deadline to participate is January 30, 2017!

Interested in participating? Contact Bree-Ann Nelson at [breeann@victoriamomsblog.com](mailto:breeann@victoriamomsblog.com)