

# Nurture Birth & Baby Fair 2019

## Sponsor Information

Science Museum of Virginia

April 6, 2019 10 am to 3 pm

***48 Vendors, 5 Hours, 3 Rooms, 1 Great Event***



nurture.  
The OmMama Resource Center

# 2018 Birth & Baby Fair Stats

**Exhibitors: 48**

**Attendance: Over 750**

**4000+ Documented Attendee Conversations with Exhibitors**

- **64% Expecting Parents**
- **37% Families with Infants & Toddlers**
- **14% Health Care/ Other providers**
- **12% Planning a Pregnancy**
- **5% Grandparents**

**\*\*Some people fall into more than one category**





34,000  
Pageviews (2017)

## Advertising and Outreach



44,075  
Impressions  
(2017)



60,000  
Readership

### 5,000 Postcard Distribution

The postcard features the Nurture logo at the top left. Below it is a row of five small photos showing parents and children in various settings. To the right of the photos is the title 'NURTURE RVA BIRTH & BABY FAIR'. Below the photos is a banner with the text 'Connecting you with the resources you need for your birth and early parenting journey.' Below this is a list of bullet points: 'Learn About Local Resources', 'Speed Date Care Providers', 'Shop Unique Products and Vendors', 'Attend Fabulous Demos', and 'Free Gift Bags and Samples'. To the right of the list are logos for 'The Children's Resource Center', 'VCU Health', 'Bon Secours', and 'BOOMHITCH'. At the bottom left is the Nurture logo and the event details: 'Nurture RVA Birth & Baby Fair', 'Saturday, April 21, 2018', '10 am - 4 pm', 'Science Museum of Virginia', and '2500 West Broad Street'. At the bottom right is a green banner with the text 'Move. Learn. Connect. Inspire.'

New this year!

135,000 Readership  
Richmond Free Press





# 2019 Sponsor Benefits

## Platinum Sponsor \$2,000

- Paid Social Media Mention
- Full page ad or coupon in program
- Logo on event website, program, save the date postcard, GRTC bus ad
- Featured mention in Nurture email blast
- Your collateral piece in swag bag given to first 500 guests



# 2019 Sponsor Benefits

## Gold Sponsor \$500

- Boosted social media shout out
- Half page ad or coupon in program
- Logo on event website, program & selected PR materials
- Your collateral piece in swag bag given to first 500 guests





# 2019 Sponsor Benefits

## Silver Sponsor \$250

- Social media shout out
- Quarter page ad or coupon in program
- Logo on event website and program
- Your collateral piece in swag bag given to first 500 guests



# 2019 Sponsor Benefits

## Friend of Nurture \$100

- Social media shout out
- Acknowledgement on event website and program





# Additional Offers

## Product Inclusion in Swag Bags (\$250)

Great way to reach an audience of prospective, expecting, and new families

- Included in swag bag given to first 500 guests
- Excellent for small samples or giveaways
- Minimum of 100 pieces
- Deadline of March 15, 2019





# Additional Offers

## Flyer/Biz Card Inclusion in Swag Bags (\$100)

Great way to reach an audience of prospective, expecting, and new families

- Included in swag bag given to first 500 guests
- Ideal for discounts or time-limited coupons
- Minimum of 100 pieces
- Deadline of March 15, 2019 for inclusion.



# Additional Offers

## Program Ads

Support Nurture and promote your business with an ad in the Nurture RVA 2019 event program.  
All ads due March 8, 2019.

- Full Page (5" x 8") - \$200
- Half Page (5"x 3.875") - \$125
- Quarter Page (2.375" x 3.875)" \$65



# Birth & Baby Fair 2019

## Sponsor Registration

<https://nurturerva.org/BirhandBabyFairRegister-2019/>  
or email Leslie Lytle at [Leslie.Lytle@nurtureRVA.org](mailto:Leslie.Lytle@nurtureRVA.org).

For program ads, business card, or product inclusion in swag bag,  
contact [Leslie.Lytle@nurtureRVA.org](mailto:Leslie.Lytle@nurtureRVA.org) for details.