

Birth & Baby Fair 2020 Sponsor Information Packet

50 Vendors, 5 Hours, 3 Rooms, 1 Great Event, 5th Year

Bringing families together with the care providers, businesses, and organizations that support them during pregnancy, birth, and early parenting.

Location: Science Museum of Virginia

Date: April 11, 2020 **Time:** 10 am to 3 pm

Attendance Expected: 50 exhibitors, 1000 attendees, and 500-1000 Science Museum visitors

Exhibitors: 50

"...because of the Birth and Baby Fair, I learned about FAMIS medical insurance... I just learned that we got approved for the FAMIS medical insurance at NO cost to us a month, with no co-pays either! And all of our doctors are covered!! I just wanted to say thank you for hosting the fair, and giving us the knowledge about the different resources available for our family!!!! I am so grateful!" --2019 attendee

Advertising and Outreach

We have committed ad space in the following print and online publications:

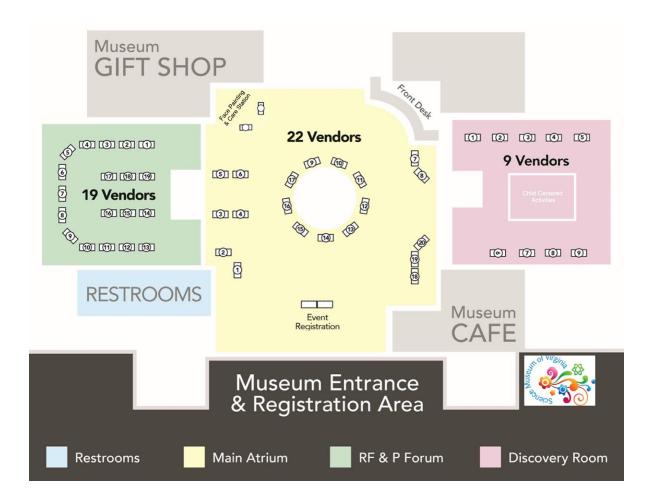
- Printed ad space:
 - o RichmondMom
 - o Natural Awakenings
 - o Richmond Family Magazine
 - o Urban Views Weekly
 - o Richmond Free Press
- GRTC bus ads on 12 buses in March
- Postcard distribution to 5,000 local partners and venues
- Event program
- Swag bags
- Social media and digital marketing

For further information or to secure your sponsorship, please email Cait Minnick, our Event Chair, at Caitlin.Minnick@nurtureRVA.org

Event Website: www.nurtureRVA.org/bbf

Sponsor Benefits

	Titanium (\$5,000)	Speaker Sponsor (\$3,000)	Platinum (\$2,500)	Gold (\$1,000)	Silver (\$400)	Exhibitor (\$200)	Friends of Nurture (\$<\$200)
		Media 1	Promotio	n			
GRTC Bus Ad on 12 Buses in March (3.096.576)						
"Brought to you by"	X						
Logo			Х				
Event Program (1,000)							
Full-page ad or coupon	Х	Х	Х				
Half-page ad or coupon				Х			
Logo	Х		Х	X	Х		
Print Ads in Publications (see back)	7.				, , , , , , , , , , , , , , , , , , ,		
"Brought to you by" and logo	Х						
Entry Banner (reach 1,000)	Λ						
"Brought to you by" and logo	Х						
Presentation Banner (reach 400)		<u>I</u>					
"Presented by" and logo		Х					
Postcard (reach 5,000)		Λ					
Logo	Х						
1050	Λ	Errhibit	or Donofit	ta			
Exhibitor Benefits							
On-Site Location (see back for map)							
Booth in Guaranteed Highest-Level	Х						
Exposure in Atrium	^						
Booth in High-Level Exposure in			Х				
Atrium (see map)			^				
Booth in Atrium				Х	Х		
Booth in either the Discovery Room						×	
or the RF&P Room						^	
Booth at Presentation Entry	L	Х					L
		Digital	Promotio	n			
Event Web Page (reach ?)							
Logo	Х	Х	Х	Х	Х		
Acknowledgment					,	Х	Х
Email Blast (1000)							
Announcement email with logo	Х	Х					
Presentation Announcement email		X					
	Crazo		inct EAA (Cuesta			
	Swa	g Dags (F	irst 500 (Juestsj		_	
Logo on bag	Х						
Two items/products in bags	Х						
One item/product in bags			Х				
One printed collateral in bags	<u> </u>			Х			<u> </u>
Facebook Promotion (3300 Followers)							
Shout out with a website link	Х						
boosted to 20K RVA families	^						
Shout out to 10K RVA families boost			X				
Shout out to 5K RVA families boost				X			
Shout out / group mention					X	X	Х



Deadlines

Logo on Swag Bags – 1/15/2020 Bus Ads – 1/15/2020 Postcards – 1/15/2020 Program Ads – 3/15/2020

Publications

Richmond Family Magazine (87,500+impressions (45,000+16245))
RichmondMom - pending
Natural Awakenings (50,000+digital)
Hulafrog (13,300+ Impression 2019)
Urban Views -pending
Richmond Free Press - pending
RVAMag - pending

Additional Promotional Opportunities

Flyer/Biz Card Inclusion in Swag Bags \$100

- Included in swag bag given to first 500 guests
- Ideal for discounts or time-limited coupons
- Minimum of 100 pieces

Item/Product Inclusion in Swag Bags \$250

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

Program Ads - FULL COLOR

- Full Page (5" x 8") \$240
- Half Page (5"x 3.875") \$150
- Quarter Page (2.375 x 3.875) \$78