



## 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:
  - RichmondMom
  - Natural Awakenings
  - Richmond Family Magazine
  - Urban Views Weekly
  - 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](mailto:Caitlin.Minnick@nurtureRVA.org)

Event Website: [www.nurtureRVA.org/bbf](http://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)
<b>Media Promotion</b>							
<b>GRTC Bus Ad on 12 Buses in March (3,096,576)</b>							
"Brought to you by"	X						
Logo			X				
<b>Event Program (1,000)</b>							
Full-page ad or coupon	X	X	X				
Half-page ad or coupon				X			
Logo	X		X	X	X		
<b>Print Ads in Publications (see back)</b>							
"Brought to you by" and logo	X						
<b>Entry Banner (reach 1,000)</b>							
"Brought to you by" and logo	X						
<b>Presentation Banner (reach 400)</b>							
"Presented by" and logo		X					
<b>Postcard (reach 5,000)</b>							
Logo	X						
<b>Exhibitor Benefits</b>							
<b>On-Site Location (see back for map)</b>							
Booth in Guaranteed Highest-Level Exposure in Atrium	X						
Booth in High-Level Exposure in Atrium (see map)			X				
Booth in Atrium				X	X		
Booth in either the Discovery Room or the RF&P Room						X	
Booth at Presentation Entry		X					
<b>Digital Promotion</b>							
<b>Event Web Page (reach ?)</b>							
Logo	X	X	X	X	X		
Acknowledgment						X	X
<b>Email Blast (1000)</b>							
Announcement email with logo	X	X					
Presentation Announcement email		X					
<b>Swag Bags (First 500 Guests)</b>							
Logo on bag	X						
Two items/products in bags	X						
One item/product in bags			X				
One printed collateral in bags				X			
<b>Facebook Promotion (3300 Followers)</b>							
Shout out with a website link boosted to 20K RVA families	X						
Shout out to 10K RVA families boost			X				
Shout out to 5K RVA families boost				X			
Shout out / group mention					X	X	X



## 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