

PAMOM Advertising and Sponsorship Opportunities

Introductory rates

The Plano Area Mothers of Multiples (PAMOM) is for Mothers of Multiples (MOMs) as well as expectant MOMs. It is a non-profit organization, founded in May 1994. PAMOM is dedicated to providing support to any parent or guardian of multiple-birth children. PAMOM strives to enhance knowledge and understanding of multiples through an exchange of ideas, information and communication between parents, educators, doctors and others. PAMOM conducts monthly meetings and also has various events throughout the year including playgroups for multiples, socials, holiday parties, MOM's night out, garage sales, community service projects and children's parties.

Marketing Materials at Meeting

Member Cost: \$5

Non-Member Cost: \$10

Allow PAMOM to distribute your company's promotional products (flyers, coupons, pens, stress balls, etc...) to members who attend our monthly meeting. This is the perfect way to reach our membership about your business. Flyers with special offers exclusive to PAMOM members are always well-received by the membership and will ensure that your business stands out. You will need to provide approximately 75 items for distribution.

Additional Benefits:

- Free PowerPoint slide advertising your business before the meeting
- 25% off newsletter or website advertising (if reserved within 1 month)

For additional questions or to reserve your marketing materials sponsorship, contact: advertising@pamom.org

Marketing Materials at Special Events

Member Cost: \$10

Non-Member Cost: \$20

Allow PAMOM to distribute your company's promotional products (flyers, coupons, pens, stress balls, etc...) to not only our members but every parent who attends special PAMOM events like "Everything but the Baby" sale, Spring Fling, Holiday party, Sip 'n Shop, etc. This is a smart way to reach the savvy shoppers who love a good deal. You will need to provide approximately 300 items for distribution.

Additional Benefits:

- Numerous mentions on our PAMOM Facebook page and website
- 25% off newsletter or website advertising (if reserved within 1 month)

For additional questions or to reserve your marketing materials sponsorship, contact: advertising@pamom.org

Spotlight Vendor

Member Cost: Free

Non-Member Cost: \$25

Promote your business during one of our monthly meetings that take place on the second Tuesday of every month from 6:15pm – 9pm. You will receive a table to display your products and promotional materials. You will have the opportunity to talk to members one-on-one about your business and you will also have 2-3 minutes to address all the attendees before the meeting starts. All spotlight vendors are asked to donate one item/service (\$25 min. value) to be given away at the meeting.

Additional Benefits:

- Numerous mentions on our PAMOM Facebook page and website
- Free PowerPoint slide advertising your business before the meeting
- Free newsletter advertising during the same month as your vendor appearance
- 50% off newsletter or website advertising (if reserved within 1 month)

For additional questions or to reserve your spotlight vendor sponsorship, contact: meetingsupport@pamom.org

Meeting Meal Sponsorship

Cost: \$450

Meal sponsorship at one of PAMOM's monthly meetings will definitely give your business great exposure. You may choose to donate money for the meal or provide the catered meal for approximately 75 people.

Additional Benefits:

- Numerous mentions on our PAMOM Facebook page and website
- Free display of your company logo with link on our PAMOM website during the same month as meal sponsorship
- Free PowerPoint slide advertising your business before the meeting
- Free signage and flyer distribution at meeting
- Free newsletter advertising during the same month as meal sponsorship
- 50% off additional newsletter or website advertising (if reserved within 1 month)

For additional questions or to reserve your meal sponsorship, contact: hospitality@pamom.org

Goody Bag

Cost: \$200

Every person who attends our events ("Everything but the Baby" sale, Spring Fling, Holiday party, Sip 'n Shop, etc...) receives a goody bag filled with coupons, flyers and other promotional items. Our moms always look forward to receiving a goody bag filled with great offers. Simply select the event you would like to sponsor. Your company name and logo will appear on one side of the bag. You may choose to pay for PAMOM to print the bags or you may provide the bags. Bag quantity will be dependent on the event.

Additional Benefits:

- Numerous mentions on our PAMOM Facebook page and website
- Free display of your company logo with link on our PAMOM website during the same month as the event
- Free PowerPoint slide advertising your business at the meeting before the event
- Free flyer distribution at the event
- Free newsletter advertising during the same month as the event
- 25% off additional newsletter or website advertising (if reserved within 1 month)

For additional questions or to reserve your goody bag sponsorship, contact: advertising@pamom.org

Shopping Tote

Cost: \$600

Step it up a notch and we'll give every person who attends our events ("Everything but the Baby" sale, Spring Fling, Holiday party, Sip 'n Shop, etc...) a stylish, reusable shopping tote to carry all their bargains. This cute tote will continue to be used throughout the year which makes this sponsorship a highly visible form of advertising. Your company name and logo will appear on one side and the PAMOM logo will be on the other side.

Additional Benefits:

- Numerous mentions on our PAMOM Facebook page and website
- Free display of your company logo with link on our PAMOM website during the same month as our sale
- Free PowerPoint slide advertising your business at the meeting before our sale
- Free flyer distribution at the event
- Free newsletter advertising during the same month as the sale
- 50% off additional newsletter or website advertising (if reserved within 1 month)

For additional questions or to reserve your shopping tote sponsorship, contact: advertising@pamom.org

Website and Newsletter Advertising - NEW!

Advertise your business on PAMOM's newly redesigned website, www.pamom.org. The site is meant to target potential new members – women who are expecting multiples and new mothers looking for help with their multiples. It's also the place members go to get updates about meetings and events, interact with other members and find support. Your business will receive great exposure to hundreds of mothers in Plano and the surrounding areas. The price includes 1 ad in a 3-ad rotation. Ads appear on nearly every page of the site (homepage excluded) and in the monthly club newsletter.

Cost:

728 x 90 pixels

Member: \$100/6 months; \$175/12 months

Non-Member: \$200/6 months; \$350/12 months

250 x 250 pixels

Member: \$75/6 months; \$125/12 months

Non-Member: \$150/6 months; \$250/12 months

For additional questions or to reserve your ad space, contact: advertising@pamom.org

Advertising Bundle Discount

Select any 2 forms of advertising and receive 25% off your total cost.