

# Blossom's Birth & Family Fair

Sunday, May 6, 2018 in Palo Alto, CA

## SPONSORSHIP & EXHIBITOR OPTIONS

INFORMATION PACKAGE

We offer a **variety of opportunities for your involvement**, including: Event Sponsorship, Event Exhibitor, Raffle Prize donor and Gift Bag Sponsor. We hope you will consider being part of this community event and showcase your services and products to hundreds of local expectant and new families!

### **Become an Event Sponsor:**

**Premier Sponsor:** Make a tax-deductible gift of **\$5,000 by March 2, 2018** and become the **Exclusive** (yes, only one!) Premier Sponsor for the event.

- ✓ *All Supporting, Community and Lead Sponsor Benefits PLUS:*
- ✓ Blossom will market your business as our Premier Sponsor in all event marketing materials, including: emails to our Subscriber List of more than 5,500 and all local Moms Clubs, event listings and calendars, as well as print and various social media platforms (Facebook, Twitter etc).
- ✓ Your logo (in a call out box) and link on Blossom's website
- ✓ A quote about/from you in our press release
- ✓ Your logo and/or business name featured on advertising banners (placed in prominent, high traffic locations in Palo Alto) before and at the event
- ✓ Featured placement of your logo on our customized event gift bags
- ✓ You will be offered a preferred table location or customized space
- ✓ An opportunity to play a five minute video presentation (must be approved by Blossom) prior to the keynote address
- ✓ An exclusive opportunity to feature your business in a dedicated email to our database featuring your services within 12 months of the Birth & Family Fair (content MUST be approved by Blossom's Board of Directors)



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**Lead Sponsor:** Make a tax-deductible gift of **\$3,500 by March 2, 2018** and become the Lead Sponsor of the event.

✓ *All Supporting and Community Sponsor Benefits PLUS:*

✓ Emails to our Subscriber List of more than 5,000 and all local Moms Clubs

✓ Your logo and/or business name on advertising banners (placed in prominent, high traffic locations in Palo Alto) before and at the event

✓ Two reserved seats for you to market the event with your literature and/or a representative from your company

**Community Sponsor:** Make a tax-deductible gift of **\$1,750 by March 16, 2018** and be featured as a Community Sponsor of the event!

✓ *All Supporting Sponsor Benefits PLUS:*

✓ Free exhibitor table in prime outdoor sponsor area

✓ Free one year membership subscription to our Online Provider Listing (Value: \$99)

✓ Logo inclusion on marketing materials

**Supporting Sponsor:** Make a tax-deductible gift of **\$750 by March 16, 2018** and be featured as a Supporting Sponsor of the event!

✓ 50% Off exhibitor table (table at event is optional)

✓ Business name Inclusion (logo NOT included) on marketing materials

✓ Link to your business on Blossom's website

✓ Include business materials in our Early Bird Gift Bags (up to 100 items)

✓ Donated Raffle item on display at event

✓ Listing in our Event Program Guide

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### Exhibitor Tables at the Event:

**Exhibitor Table at Event:** Reserve a table and connect one-on-one with expectant parents and families. Space is limited! Reservations for tables are first come, first serve, so book your table early! All exhibitor tables will be indoors. There is limited access to electrical outlets and it must be reserved in advance. All exhibitors will be listed in our program and have the option of include materials in our Early Bird Gift Bags (up to 100 items) and donate an item to include in our event raffle.



Table reservations **will Close on April 20th.**

### Exhibitor Table Rates

Exhibitor Type	Early Bird Registration <b>Mar 2nd</b>	Exhibitor Deadline <b>April 20th</b>	Blossom Provider List <a href="#">Members Discount</a>
Hall A 6Ft. Table	350	\$500	\$50 off registration
Non-Profit Rate (shared 6Ft. Table 3 ft each)	125	\$150	N/A-



**Raffle (In-Kind Donation):** Make a tax-deductible in-kind donation of a raffle item (*value must be \$100 or higher*) by **April 27, 2018** and we will feature your name and item on our website and at the event. Raffle will be located prominently at the event and announcements will be made throughout the event promoting the raffle items.

**Can't attend, but still want to reach your target audience?**

**Early Bird Gift Bag Item Donor:** Make a tax-deductible gift of **\$50 by April 27, 2018** and we will include your items in our Early Bird Gift bag, which will be handed out to the first 100 participants (this is complementary for sponsors and exhibitor listed above) and include your name in the event program.

**We look forward to having you at our popular Birth & Family Fair!**

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### Checks can be made out to Blossom Birth Services and sent to:

Blossom Birth Services  
Birth & Family Fair  
505 Barron Ave  
Palo Alto, CA 94306

For questions or to make a payment using a credit card (5% fee applies), please contact Dominique Vincent at dominique@blossombirth.org or (650) 321-2326.

### Event Details:

**Name:** Birth & Family Fair  
**Organizer:** Blossom Birth Services  
**Date:** Sunday, May 6, 2018  
**Time:** 9:30 AM - 2:00 PM  
**Location:** Mitchell Park Community Center, 3700 Middlefield Road, Palo Alto, CA 94303  
**Entrance Fee:** FREE  
**Target Audience:** Expecting parents and young families with infants and toddlers  
**Estimated Guests:** Approximately 2,000  
**Contact Person:** Dominique Vincent, Executive Director, Blossom Birth Services, Palo Alto  
**Webpage:** www.blossombirth.org  
**Contact Info:** blossom@blossombirth.org or 650-321-2326

### Important Event Sponsor Deadlines:

**Premier Sponsor:** Make a tax-deductible payment of **\$5,000 by March 2, 2018**

**Lead Sponsor:** Make a tax-deductible payment of **\$3,500 by March 2, 2018**

**Community Sponsor:** Make a tax-deductible payment of **\$1,750 by March 16, 2018**

**Supporting Sponsor:** Make a tax-deductible payment of **\$750 by March 16, 2018**

**Graphics Deadline:** March 16th

### Exhibitor Dates:

Early Bird Registration closes **March 2nd**

Exhibitor reservations will Close on **April 20th**

### Deadlines for ALL:

**Raffle item deadline:** *value must be \$100 or higher*) by **April 27, 2018**

**Early Bird Gift Bag Item Donor:** Make a tax-deductible payment of **\$50 by April 27, 2018**