

# HEARTS AT HOME

## Conference Sponsorship Opportunities 2011

**Hearts at Home Conferences** provide an annual opportunity to reach approximately 7,000 moms at three different events. The conferences provide brand exposure and an opportunity to talk face-to-face with moms, who are often the primary decision makers in the home. You can maximize your reach through one of the following sponsor packages:

### Main Session Sponsor

Hearts at Home Conferences feature three main sessions: Friday night Moms Night Out, Saturday morning and Saturday afternoon. The main sessions feature music, drama, keynote speaker, personal stories from moms, and other elements that help moms know they are not alone and encourage them in their mothering.

Location/Date	Bloomington, IL March 11-12, 2011	Colorado Springs October 7-8, 2011	Rochester, MN November 4-5, 2011
Expected Number of Attendees	4,000 +	800 – 1,200	2,000 +
Cost	\$12,000	\$2,500	\$6,000

- Double booth space (10' x 20') in premium location and six complimentary registrations—lunch included
- One verbal "thank you" from emcee with a brief description of your mission from stage during designated main session
- Sponsor may distribute one approved item of value\*\* in attendee bags (must be approved two months before conference date/must be received one month before conference date)
- One full-page advertisement in Conference attendee program
- Logo on sponsor "Thank you" banner that is prominently displayed during conference
- Logo recognition on the Conference program's "Thank you" page
- Logo featured on signs prominently displayed at the entrance(s) to the main session room
- Logo featured on powerpoint presentation visible throughout all main session pre-shows
- Logo/link featured on Conference Sponsor page on HAH website for 6 months minimum
- One complimentary logo/link sponsorship mention in monthly HAH eblast newsletter sent to email database of 45,000+ ( Designated month determined by sponsor and HAH)

Every Age & Stage of Motherhood

Conference Sponsorship  
Opportunities

## Workshop Sponsor

Hearts at Home workshops are the educational part of a Hearts at Home event. Hearts at Home moms come ready to learn. They engage with the content by taking notes, much like college students taking a college course. Hearts at Home offers 20-30 workshops at each event, which allows a mom to design her own day to meet her specific needs.

Location/Date	Bloomington, IL March 11-12, 2011	Colorado Springs October 7-8, 2011	Rochester, MN November 4-5, 2011
<b>Expected Number of Workshop Attendees</b>	200-800	100-400	100-600
<b>Cost</b>	\$3,500	\$1,600	\$2,500

- Single booth space (10' x 20') and two complimentary conference registrations—lunch included
- A two-minute welcome and announcement during workshop—presented by your staff or HAH staff---script submitted and approved one month before conference
- Sponsor may distribute one approved item of value\*\* at workshop entrance door (item must be approved two months before conference date)
- One half-page advertisement in Conference attendee program
- Logo on sponsor “Thank you” banner that is prominently displayed during conference
- Logo recognition on the Conference program’s “Thank you” page
- Logo featured on signs prominently displayed at the entrance to the workshop room
- Ability to select sponsored workshop (with HAH help) to align sponsor’s mission, vision, and messaging with workshop content
- If same workshop is presented twice—ability to sponsor second workshop at ½ price
- Logo/link featured on Conference Sponsor page on HAH website for 3 months minimum
- 25% off cost of logo/link ad in monthly HAH eblast newsletter sent to email database of 45,000+ (Value of \$225)

## Attendee Bag Sponsor

Attendees love to receive the Hearts at Home bag. We choose quality bags that our moms use for years after a conference as diaper bags, pool bags, picnic bags, and more. Hearts at Home bags have been spotted in hospital waiting rooms, little league games, Six Flags, Disney World, swimming pools, airports, and even in foreign countries! This is a great way to get brand visibility both at the conference and for many years to come.

<b>Location/Date</b>	All 2011 Conferences
<b>Expected Number of Conference Attendees</b>	7,000+
<b>Cost</b>	\$25,000

- Company logo printed on lower right hand corner of all attendee tote bags
- One verbal “thank you” from emcee with a brief description of your mission from stage during designated main session
- Double booth space (10’ x 20’) at all three conference events with six complimentary registrations—lunch included
- Sponsor may distribute one approved item of value\*\* in attendee bags (item must be approved two months before conference date/must be received one month before conference date)
- Logo on sponsor “Thank you” banner that is prominently displayed during conference
- Logo featured on powerpoint presentation visible throughout all main session pre-shows
- One full page ad in the Convention program
- Logo/link featured on Conference Sponsor page on HAH website from Jan 1, 2011 to December 31, 2011
- One complimentary logo/link sponsorship mention in monthly HAH eblast newsletter sent to email database of 45,000+ ( Designated month determined by sponsor and HAH together)

## Friends of Hearts at Home

<b>Location/Date</b>	Bloomington, IL March 11-12, 2011	Colorado Springs October 7-8, 2011	Rochester, MN November 4-5, 2011
<b>Expected Number of Attendees</b>	4,000 +	800	2,000 +
<b>Cost</b>	\$500 - \$3500	\$500 - \$3500	\$500 - \$3500

- Name included on the “thank you” page of the conference program
- Logo featured on powerpoint presentation visible throughout all main session pre-shows

## Program Advertising

Every conference attendee receives an event program that includes conference information and space for note-taking.

Location/Date	Bloomington, IL March 11-12, 2011	Colorado Springs October 7-8, 2011	Rochester, MN November 4-5, 2011
<b>Expected Number of Attendees</b>	4,000 +	800	2,000 +
<b>Full page Ad Cost 5.5 x 8 (B/W)*</b>	\$1,500	\$500	\$750
<b>Half-Page Ad Cost 5.5 x 4 (B/W)*</b>	\$750	\$250	\$375
<b>Full Inside Back Cover*</b>	\$2,000	\$500	\$1,000

## eNews Advertising

Location/Date	Once-a-month eNewsletter
<b>Database Number</b>	45,000 +
<b>Sponsorship Logo/Link Ad Size</b>	2" x 2" Logo/Link Small 2" x 3" paragraph*
<b>Cost</b>	\$900
<b>Number of Sponsors per Newsletter</b>	1

\*All advertising content subject to HAH approval.

\*\*Any "item of value" to be distributed to conference attendees subject to HAH approval.

# HEARTS AT HOME

## Conference Sponsorship Pledge Form – 2011

**Contact Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Business/Organization Name\*:** \_\_\_\_\_

\*As you wish it to appear on printed materials

**Business/Organization Address:** \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Web site:** \_\_\_\_\_

**Amount of Financial Support:** \$ \_\_\_\_\_ *(Checks payable to Hearts at Home)*

**Please identify a specific area you would like your support to be applied:**

- Main Sessions                       Attendee Bags                       Program Advertising
- Workshops                               eNews Advertising                       Friends of Hearts at Home
- Other \_\_\_\_\_

**Please identify a specific conference you would like to sponsor:**

- National (Normal, IL, March 11-12, 2011)
- Western (Colorado Springs, CO, October 7-8, 2011)
- North Central (Rochester, MN, November 4-5, 2011)

**Do you wish to be recognized for your financial support?**

- Yes     No (Anonymous gift)

**How often may we contact you regarding sponsorship?**

- Quarterly     Semi-Annually     Annually

**May we send you our Partners of the Heart newsletter (3 issues/year)?**     Yes     No

**May we contact you via e-mail to inform you of upcoming Hearts at Home events?**

**(Hearts at Home does not share or sell e-mail lists.)**

- Yes     No

E-mail Address \_\_\_\_\_