



HAPPY MOM
CONFERENCE

Hyatt Regency Coconut Point

September 14-15, 2013

Business Sponsorship Packet

HappyMomConference.com



The vacation you've been waiting for!

HAPPY MOM CONFERENCE

Gain Valuable Exposure for Your Business Among Affluent Moms!

Hundreds of local moms will attend the first annual Happy Mom Conference at the Hyatt Regency Coconut Point on September 14-15th, 2013 to enjoy a much-needed, well-deserved break from the job of motherhood.

Happy Mom Conference Components:

- Seminars by local and national experts
- Happy Mom Conference Goodie Bags with your special offer given to all attendees
- Conference catalog featuring our schedule of events and our preferred partners
- Mom's Night Out Shopping Extravaganza at Coconut Point on Saturday, Sept 14th 4-9pm
- Their choice of a one or two-day pass
- Yoga, Zumba, Spa and Relaxation
- Poolside childrens activities provided for the families on Sunday afternoon...and more!

In addition to supporting the moms who attend the event, 10% of the proceeds will benefit our partner non-profit Dress for Success Southwest Florida. The mission of Dress for Success is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. What a great organization!

In order to make this event a win-win for everyone we need you, the business owner seeking to reach this group of moms, to give them an experience of pampering unlike anything they have ever experienced before.

We would love for you to partner with us to make the moms of Southwest Florida feel loved and appreciated. You can do this by becoming a partner of this event. Through partnership you will receive varying levels of print and web advertising before and during the event and the opportunity to be featured on our University of Moms app as a partner.

You will also be able to build awareness of your business by offering discounts on your products or services and pampering them with a special item in the Happy Mom Conference Goodie Bag that will be given to all attendees. Packages are broken out into levels to fit your financial price point and desired exposure level.

Please review the levels of partnership and see what fits best for you. I look forward to helping you reach your target market and creating a one-of-a-kind experience that moms will remember for years to come.

Happy Mom Conference Sponsorship Opportunities

Platinum Sponsorship \$2000

- 8' Table at the conference with 4 One-Day Conference Tickets (includes breakfast and lunch)
- Banner-sized signage at the event main stage
- Your donated item or service highlighted and given at random to one attendee
- Large Logo on all print marketing
- Full page ad in our conference catalog
- Large logo linked as a Platinum on University of Moms App (for iPhone and Android)
- Large Logo on HappyMomConference.com linked back to your site
- Participation in Goodie Bag for 200 attendees

Gold Sponsorship \$1,500

- 8' Table at the conference plus 2 One-Day Conference Tickets (includes breakfast and lunch)
- Poster-sized signage at the event check-in
- Medium Logo on all print marketing
- 1/2 page ad in our conference catalog
- Medium logo linked as Gold Sponsor on the University of Moms App (for iPhone and Android)
- Participation in Goodie Bag for 200 attendees

Silver Sponsorship \$500

- 8' Table at the conference plus 2 virtual tickets (upgrade to One-Day Pass for \$50 each)
- 1/4 page ad in our conference catalog
- Participation in Goodie Bag for 200 attendees

Bronze Sponsorship \$250

- 8' Table at the conference
- Participation in Goodie Bag for 200 attendees

Goodie Bag Sponsorship- \$100

- Your offer put in our Goodie Bag for 200 attendees.

To secure your partnership please call me today at 239-777-3241.



Your in Service to Moms,

April O'Leary, B.A. Ed.

239-777-3241 april@apriloleary.com

Life Coach and Founder of the University of Moms at UofMoms.com

**COCONUT POINT RETAILERS ONLY:
Happy Mom Conference Sponsorship Opportunities**

Coconut Point Preferred Retailer Sponsorship- \$250 (available only to retailers in Coconut Point Mall) NOTE: To get the most exposure for your business you are encouraged to purchase a higher level sponsorship and this level will be included at no additional charge.

- Special PARTNER Status for our Moms Night Out Shopping Extravaganza on Sept 14th
- Special designation on our Happy Mom Conference map of Coconut Point given to all attendees to shop with you
- Visual recognition- we will provide you with a sign to post on your door as a Happy Mom Conference Preferred Retail Partner.
- Your special offer listed in our conference catalog.
- Your coupon, catalog or gift put in the Goodie Bag

➔ TIP: The night of Sept. 14th set aside a table in your store with a conference special, appetizers or goodies. Get creative. Make the moms feel special when they come and shop with you

Coconut Point Preferred Restaurant Sponsorship- \$250 (available only to restaurants in Coconut Point Mall) NOTE: To get the most exposure for your business you are encouraged to purchase a higher level sponsorship and this level will be included at no additional charge.

- Special PARTNER Status for our Moms Night Out Shopping Extravaganza on Sept 14th
- Special designation on our Happy Mom Conference map of Coconut Point given to all attendees to dine with you
- Visual recognition- we will provide you with a sign to post on your door as a Happy Mom Conference Preferred Restaurant Partner.
- Your special discount featured in the conference catalog
- Your menu and special offer put in the Goodie Bag

We look forward to creating greater awareness of your business to our moms through a Happy Mom Conference Sponsorship of your choice so that everyone wins. Please contact me today to get started.

To secure your partnership please call me today at 239-777-3241.



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