

Advertising & Sponsorship Opportunities

Plano Area Mothers of Multiples is a 501(c)3 non-profit organization which provides support, education, and community for parents of multiple-birth children across North Dallas. PAMOM serves over 200 mothers of multiple-birth children, and 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, socials, children's parties, MOM's nights out, community service projects, fundraisers and an annual baby shower.

General Meeting Opportunities

General meetings take place on the second Tuesday of most months. Opportunities must be scheduled in advance and fees listed are per meeting. Member rates are available to current PAMOM members that own their business. PAMOM limits opportunities per meeting to ensure that sponsors are prominently featured. PAMOM reserves the right to approve businesses and promotional materials that best align with our organization.

Package	Inclusions	Price
Big Mama	<ul style="list-style-type: none"> • 3 months meeting sponsorship • 12 months top banner web ads • 2 full page newsletter ads 	\$2,500 (\$3,000 value)
Mama Bear	<ul style="list-style-type: none"> • 1 month meeting sponsorship • 12 months leaderboard web ads • Full page newsletter ad 	\$1000 (\$1,300 value)
Mama Owl	<ul style="list-style-type: none"> • Spotlight vendor • 12 months rectangle web ads • Half page newsletter ad 	\$300 (\$400 value)
Mama Bird	<ul style="list-style-type: none"> • Spotlight vendor • Quarter page newsletter ad 	\$150 (\$200 value)

*See Page 2 for additional details about inclusions or ask about custom packages.



Meeting Sponsor

\$500



Spotlight Vendor

\$50



Marketing Materials

\$30

For more information visit www.pamom.org or email advertising@pamom.org.



Meeting Sponsorship

Fee: \$500

Sponsoring a PAMOM meeting provides your business the highest level of exposure. Your donation will be used to help cater dinner for meeting attendees and support PAMOM's general operating fund. **Meeting Sponsors are asked to donate one item/service (\$25 min. value) to be given away as a door prize at the meeting.**

Additional Benefits:

- 5–10 minute speaking opportunity at meeting
- Spotlight Vendor table and branding at meeting
- Swag or flyer distribution at meeting (materials must be provided)
- PowerPoint slide advertising your business to be shown during meeting
- 4 prominent mentions to PAMOM members (Facebook, newsletter, email and website)
- Display of business logo with link on PAMOM website for one year as a meeting sponsor
- Complimentary ad in 2 newsletters and 6 months on the website

Spotlight Vendor

Fee: \$50 | Member Fee: \$25

Promote your business as a featured vendor. PAMOM will provide a table for you to display your products and promotional materials, as well as talk to members one-on-one about your business. **Spotlight vendors are asked to donate one item/service (\$25 min. value) to be given away as a door prize at the meeting.**

Additional Benefits:

- 3–5 minute speaking opportunity at meeting
- Mentions to PAMOM members (Facebook, newsletter, email and website)
- PowerPoint slide advertising your business to be shown during meeting
- 50% off newsletter or website advertising (if reserved within 1 month of the general meeting)

Marketing Materials

Fee: \$30 | Member Fee: \$15

Allow PAMOM to distribute a small goodie bag with your company's approved promotional products to members who attend our monthly meeting. Bags can include flyers, brochures, coupons, pens, marketing swag, candy, etc. 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 30 items for distribution.

Additional Benefits:

- PowerPoint slide advertising your business to be shown during meeting
- 50% off newsletter or website advertising (if reserved within 1 month of the general meeting)

PAMOM

P.O. Box 868134

Plano, Texas 75086–8134

www.pamom.org | advertising@pamom.org



SPECIAL EVENT OPPORTUNITIES

Please read all details carefully. PAMOM hosts multiple special events that draw larger crowds such as Seasonal Children's Parties, New MOM Baby Shower, Sip N Shop, Gala and Silent Auction. Opportunities must be scheduled in advance and fees listed are per event. Member rates are available to current PAMOM members that own their business. PAMOM reserves the right to approve businesses and promotional materials that best align with our organization.

Special Event T-Shirt or Tote

Email for pricing.

Step it up a notch and PAMOM will give every event attendee a t-shirt or reusable shopping tote to carry. This stylish tee or tote will continue to be used throughout the year making this a highly visible form of advertising. Your company name and logo will appear on one side and the PAMOM logo or event name will be on the other side.

Additional Benefits:

- Mentions to PAMOM members (Facebook, newsletter, email and website)
- Display of company logo with link on PAMOM website for one year as an event sponsor
- PowerPoint slide advertising your business at the meeting before the event
- Marketing material distribution at the event
- Complimentary ad in 2 newsletters and 6 months on the website

Marketing at Special Events

Fee: \$60 | Member Fee: \$30

Allow PAMOM to distribute your company's approved promotional products (flyers, coupons, pens, or other) to not only our members but to all attendees at special PAMOM events. This is a great way to reach savvy shoppers who love a good deal. You will need to provide approximately 150 items for distribution.

Additional Benefits:

- Mentions to PAMOM members (Facebook, newsletter, email and website)
- PowerPoint slide advertising your business to be shown at the meeting before the event
- 50% off newsletter or website advertising (if reserved within 1 month of the event)

PAMOM

P.O. Box 868134
Plano, Texas 75086-8134

www.pamom.org | advertising@pamom.org



ADVERTISING

Advertise your business in PAMOM's newsletter or website, www.pamom.org. The site targets potential new members – women who are expecting multiples and new mothers looking for support. It is also the destination for members to find information about meetings and events. Your business will receive exposure to hundreds of mothers our area. Ads appear on nearly every page of the site and in the bi-monthly newsletter.

Website Ads			
Size	Duration	Exclusive **	Fee
Top Banner * 729 x 90 pixels (300 x 250 on mobile) Appears at the top of the website just below the navigation	12 months	Yes	\$900 \$450 (Members)
	6 months	Yes	\$500 \$250 (Members)
Leaderboard 729 x 90 pixels (300 x 100 on mobile) Appears in the middle of content on the website	12 months	Yes	\$300 \$150 (Members)
	12 months	No	\$150 \$75 (Members)
	6 months	Yes	\$200 \$100 (Members)
	6 months	No	\$100 \$50 (Members)
Rectangle 300 x 250 pixels Appears at the bottom of the site along with other rectangle ads	12 months	No	\$150 \$75 (Members)
	6 months	No	\$100 \$50 (Members)

*Top banner ads do not qualify for complimentary or bundled advertising discounts

**Non-exclusive ads will run in a rotation with other purchased or complimentary ads, delivering on at least 33% of all page views

Newsletter Ads	
Size	Fee
Full Page*	\$300 \$150 (Members)
Half Page	\$200 \$100 (Members)
Quarter Page	\$150 \$75 (Members)

*Full page ads do not qualify for complimentary or bundled advertising discounts

P.O. Box 868134
Plano, Texas 75086-8134

www.pamom.org | advertising@pamom.org