



LAMORINDA MOMS SPONSORS + PARTNERSHIPS

Thank you for your interest in partnering with Lamorinda Moms! We are a social and support group of over 650 members in the Lamorinda community (Lafayette, Moraga and Orinda), including immediate surrounding areas, who have children between the ages of 0 and 6. We typically host numerous events throughout the year, including an Egg Hunt, Moms' Brunch, Fall Fest, Preschool Fair, and one large community-wide speaker event on topical issues relevant to our members, their families and the community at large.

We are excited to explore partnership or sponsorship opportunities with you and your organization or business. We offer various meaningful ways in which local organizations and businesses can engage with our members, and invite you to contact us if any of the below options appeal to you and your business. Please note that we do not offer traditional advertising in the form of a business paying to advertise with us on our website or online social media.

MEMBERSHIP DISCOUNTS/SPECIAL DEALS

Local businesses may offer discounts to our members that includes the reduction of the cost of professional services or goods. Businesses provide discount codes designed for online purchases or may ask to see our member's electronic version of the Lamorinda Moms membership card for any in-person sales. We publish these discounts on our members-only, password protected online portal. We feature a local business discount in our member newsletter sent by email to our membership group and on our social media forums. Offering a discount allows local businesses to connect and garner interest with our extensive community of Lamorinda and local parents.

ACTIVITY SPONSORSHIP

At several of our events for Lamorinda families, such as Egg Hunt in the spring and Fall Fest near Halloween, we present a variety of fun activities tailored to the event. Certain businesses are invited to contribute by sponsoring, in part or whole, the cost of an activity that we have planned for the kiddos. Available activities to sponsor range by event and may include face painting, balloon twisting, storytelling, or other children's entertainment. These events are just for our members and generally draw



300-500 adults and children. Businesses who sponsor an activity are recognized through their logo on the event's promotional documents (e.g., programs, maps, or event announcements). We may also have the opportunity for the business to post a sign or banner, provided by the sponsor, near the activity. Cost to sponsor an activity varies depending on the type of activity selected.

VENDOR TRADE OR IN-KIND SPONSORSHIP

At our events, Lamorinda Moms often needs services that local businesses already provide. The vendor trade sponsorship opportunity is open only to businesses who provide professional services, including photographers, videographers, artist teachers, rental companies, performers, or companies that may offer food or beverages that are relevant to our events. Vendor trade or in-kind sponsorships are available for our major annual events. The business' logo may be added to promotional documents (e.g., programs, maps, or the event announcements). Lamorinda Moms provides a table for the business at the event. Table signage, banners, tablecloth or other items are provided by each business to be consistent with its own branding. Businesses often make available giveaways or discounts to engage attendees at the event. Generally, there is no cost for a vendor trade sponsorship.

PRESCHOOL FAIR SPONSORSHIP

Many parents struggle to find the right preschool fit for their little one. For over twenty years, Lamorinda Moms has hosted a community-wide free event as a service to local parents. We gather over 30 local preschools to meet and greet parents who want to learn more about their preschool options. This event, generally occurring each fall, typically draws 200-300 parents. We offer limited sponsorships and businesses may have their logo included in our popular Preschool Booklet that describes several details about the participating preschools. This Booklet is distributed to every Fair attendee and available for download from our website until the following year's Fair. The sponsoring business may also be included in the online event invitation sent to our membership. For businesses or organizations who are invited to attend the Fair as an opportunity to connect directly to all attendees, we provide a table and ask that the business bring table signage, a table cloth, and banners to be consistent with its own branding. Businesses often present giveaways or discounts to engage attendees at the event. Occasionally, we have sponsors who sponsor the event and have their logo included in our popular booklet.



RAFFLE OR AUCTION ITEMS

At some of Lamorinda Moms' events, such as Moms Brunch, Preschool Fair, and other seasonal events we hold raffles or silent auctions with the proceeds benefiting our annual charity partner. Businesses frequently donate raffle or auction items for these events. We ask for the donated item to be at least \$50 in value.