



LEADING MOMS 2017

SPONSORSHIP PACKAGE

01

ABOUT LEADING MOMS



The Experience

Leading Moms is a day-long celebration of motherhood. In a TEDx Talk format, moms come together to inspire and be inspired by the stories of women making a difference in arts, business, education, health, media, politics and community.

The mix of performance, video and intimate talks delivered straight from the heart brings women together to create community in a unique and compelling setting.

Leading Moms is hosted by VancouverMom.ca, Vancouver's top online magazine for moms who love where they live, and Crisp Media.

Past speakers include British Columbia Premier Christy Clark, Christine Magee of Sleep Country Canada, Broadcasters Tamara Taggart and Miyoung Lee, LGBTQ Activist Morgane Oger, Juno-Award winner Tara McLean-Grand and former Miss Canada Tara Teng.

The Event

- Date: Friday, October 27, 2017
- Location: Goldcorp Stage at the BMO Theatre, Olympic Village, Vancouver
- Host: Crisp Media
- Speakers: Three keynotes with six additional talks as well as video presentations and performances.
- Expected attendance: 230

Beginnings

Leading Moms began with a woman's vision to rebrand motherhood, creating a unique experience for women in which they draw inspiration from other moms who find success and passion in their chosen careers as a result of becoming a parent.

Launched in 2011, Leading Moms now draws 200 mothers from across the Lower Mainland to attend one of the largest mom-focused one-day events in Vancouver.



02

TARGET MARKET

Snapshot

- Moms ages 25-54
- Live in BC's Lower Mainland
- Highly educated with healthy monthly disposable incomes
- Evenly distributed between stay-at-home moms and women who work outside the home

The Leading Moms audience is influenced most deeply by experiences with brands and businesses rather than traditional advertising.

New Mom: Women Aged 25-40

Influenced both online and offline by their social groups, particularly when it comes to child development, social responsibility, pop culture and education.

Influences

- Most likely to join in activities that their friends and other moms are involved with.
- Brand loyalty is substantially impacted by their perception of whether a company sets an example for good corporate citizenship.

Lifestyle

- Married or in a domestic partnership.
- Renting or first home purchase.
- At least one adult in the home works full-time.
- Children are all under 5 years of age.
- Income bracket over \$70K.
- College or university degree.
- Technologically savvy and most likely to share their experiences and opinions with other women online.

Overall Life Priorities

- More socially conscious than Experienced Moms, these moms seek out opportunities to better their space in the world.
- Activities: recycling, organic food, and participating in events that correlate with social trends.
- Identify with brands that align with their values and base purchasing decisions accordingly.
- Focused on image, raising children within the current culture and digital age.

Technology

- 82% of this segment own a smartphone, tablet and at least one computer.
- 83% of this segment is active on Facebook, Twitter, Instagram and other social media.

Experienced Mom: Women Aged 25-54

A positive experience with a product or company is the most powerful factor in their brand loyalty.

Influences

- Least likely to be impacted by traditional advertising, and is conversely one of the most likely to connect emotionally to a brand.
- Corporate citizenship plays a strong role when their children are the beneficiaries.
- Rely heavily on online touch-points to plan for community-based experiences. Most likely to spread information about brand loyalty, products and services through word-of-mouth.

Lifestyle

- Married or in a domestic partnership.
- Mortgaged home owner with 1+ vehicles.
- Mid-career. Ready for financial investment.
- Most or all children in school.
- Seeks out value and personal relationships that make everyday life more manageable.

Overall Life Priorities

- Ease of use and convenience.
- Returning to career after hiatus.
- Health and well-being of their family.
- Strongly influenced by pop culture and their children's interests as it relates to that.
- 61% seek out peer-level activities for their school-aged children to participate in that balances youth culture with learning.

Technology

- Mobile oriented: 86% own at least one tablet and smartphone, as well as a computer.
- Social: 76% are active on Facebook, Twitter, Instagram and other social media.
- Technologically savvy: Most willing to go online and write a review about an experience.

03

MESSAGE DELIVERY

Blogger Outreach

Understanding the marketing value of moms, we have established a network of Blog Ambassadors who have a collective following of nearly 300,000 readers including Discovering Parenthood, Styling the Inside, North Shore Mama and BC Mom.

We have extensive experience building relationships with bloggers. Early to market, we have worked with bloggers for over eight years.

We have handpicked this network to ensure the reach across the parenting demographic is wide and deep.

Social Media

Through our network, which also includes Crisp Media's digital property VancouverMom.ca, we distribute information, provide calls to action and gather momentum across the full range of channels through which they are engaged.

Channels include:

- Websites
- Facebook
- Youtube
- Instagram
- Twitter
- Pinterest

Traditional Media

We are cultivating media partnerships with print, radio and television partners across British Columbia to leverage earned media and paid advertising.

In addition, we have an established PR program in place, which has garnered Leading Moms mentions in the following outlets:





04

SPONSORSHIP OPPORTUNITIES

\$10,000

Premiere Sponsor

Align your company and brand with Vancouver's Leading Moms in this exclusive sponsorship opportunity.

Marketing and Recognition

- Exclusive top-line sponsorship. Two positions available including Event Sponsor and Media Sponsor.
- Custom sponsorship programming. We will create and implement a sponsorship program that meets your goals.
- VIP Access to the Leading Moms Blog Ambassadors, a curated collection of BC bloggers, through Crisp Media.
- Opportunity to play one-minute video sponsor reel (to be provided by sponsor) during the event.
- Option to address the audience during the Leading Moms programme.
- Logo included on the backdrop of the Leading Moms photo booth. Guests have their photos snapped and we share on social media.
- Free-standing signage at event (signage provided by sponsor).
- Top billing on all promotional materials including print and digital communications, website, and event signs and banners.
- Pre-event and thank-you print, digital and broadcast advertisements.
- Opportunities to provide prize for giveaways and inclusion in guest gift bags.
- Option for inclusion in virtual swag bag.
- One full-colour advertisement on event website.
- Product literature available at showcase events.
- Inclusion in all media releases.
- Included in event promotional video on website and used in social media campaigns.
- Prominent placement and mentions across social media channels including Facebook, Twitter, Instagram, Pinterest and YouTube.
- Ten event tickets to be shared with staff, clients or customers.



\$7,500

Gold Package: Blog Ambassador Program

Celebrate Crisp Media's Blog Ambassadors through a sponsorship that creates connections, boosts your brand and builds community.

Directly affiliate yourself with the Crisp Media Blog Ambassador program with VIP access to bloggers attending Leading Moms. Associate your brand with the Leading Moms Twitter party.

Marketing and Recognition

- Exclusive top-line sponsor of the Leading Moms Twitter party. Opportunity to provide prizes and curate conversation around your brand. Included in all promotional materials associated with the Twitter party, included your own branded hashtag. Potential to reach over 300,000.
- Name and logo on print, digital communications and website.
- Included on event signs and banners.
- Opportunity to play one-minute video sponsor reel (to be provided by sponsor) during the event.
- Opportunities to provide a prize for giveaway and inclusion in guest gift bags.
- Inclusion in virtual swag bag.
- Product literature available at showcase events.
- Included in event promotional video on website and used in social media campaigns.
- Prominent placement and mentions across social media channels including Facebook, Twitter, Instagram, Pinterest and YouTube.
- Pre-event and thank-you print and digital advertisements.
- Mentions across social media channels including Facebook, Twitter, Instagram, Pinterest and YouTube.
- Six event tickets to be shared with staff, clients or customers.

\$5,000

Silver Package: Photo Booth Sponsor

Marketing and Recognition

- Logo included on the backdrop of the Leading Moms photo booth. Guests have their photos snapped and we share on Facebook and Instagram.
- Acknowledged on Leading Moms website and included on event signage.
- Pre-event and thank you on print and digital advertisements regionally.
- Optional inclusion in virtual swag bag.
- Four event tickets to be shared with staff, clients or customers.

\$3,500

Bronze Package: Presentation Sponsor

Sponsor a speaker's presentation for the day.

Marketing and Recognition

- Logo on speaker's page on LeadingMoms.ca.
- Your brand linked in the description of the speaker's marketing photo in the Leading Moms Facebook photo gallery.
- Your logo on the introduction slide for the presentation projected during the event and mentioned in the introduction.
- Your brand included in the beginning and end of the video ahead of the recorded presentation to be published on LeadingMoms.ca and our Leading Moms YouTube channel.
- Your brand mentioned in the YouTube description and LeadingMoms.ca page where the video will be embedded.
- Logo and name on website and event signage.
- Option to be included in virtual swag bag.
- Pre-event and thank-you print and digital advertisements.
- Two event tickets to be shared with staff, clients or customers.

\$2,000

Supporters Package: Gift Bag Sponsor

Give the gift of brand recognition with Leading Moms swag in your branded bags.

Marketing and Recognition

- Logo and name on website and event signage.
- Option to be included in virtual swag bag.
- Pre-event and thank-you print and digital advertisements.
- Two event tickets to be shared with staff, clients or customers.



04

CREATE COMMUNITY

Benefits of Leading Moms Sponsorship

- Align directly with Western Canada's most innovative and vibrant annual inspirational event for moms by moms. Now in its sixth year, speakers address health and fitness, diversity, education and the arts.
- Support an annual event with a solid track record and devoted group of supporters.
- Be a vibrant participant in the digital living rooms of thousands of moms and families across British Columbia, generating extensive online exposure through our network.
- Connect with the live event and media exposure for a comprehensive activation package that elevates your brand, motivating consumers to make you their go-to.

We connect people to you, creating a unique, emotional, memorable experience with your brand that showcases you above the pack.

Transform How BC Moms Create Community

- You make a profound impact on the lives of women and children
- Your investment will highlight your support of children, youth and Canadian culture.
- Be a part of a movement at the front lines of helping moms and families live healthy, active, engaged lives in neighbourhoods across the Lower Mainland.

Contact

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