

## **Mums' Night Out! 2011 Sponsorship**

Thanks for your interest in being involved in and supporting our annual Mums' Night Out ...

### **About:**

Mums' Night Out! is the ultimate in mental health moments for Mums; whether they work, run a business, study or are at home with the kids full time. Or any combination of the above.

Mums' Night Out! is aimed at providing a fun, safe and relaxing night out, complete with food, drinks, dancing, entertainment and gifts and goodies for all attendees.

Ultimately, it is designed to give mums a great night off, a break from their everyday lives and the opportunity to connect with others, laugh and enjoy themselves.

### **Sponsorship Term:**

All sponsorship options are valid from the date of sponsorship confirmation, and up to 12 months post-event. This will include any reference to the 2011 event on the Mums' Night Out! website, any other affiliated websites where applicable, and any media that may be undertaken post-event, and relating to the event. You will also be given first option on sponsorships for the event in 2012.

### **Sponsorship:**

We're looking for sponsorship to:

1. Assist us with the financial aspect of running an event like this (Financial Sponsorship);
2. Products, prize donations and samples to ensure all Mums in attendance go home with something that helps them to feel special and know they are appreciated (Product Sponsorship).

Below are the sponsorship options available and the exposure you and your business receive, aside from our undying gratitude, in appreciation of your support

In order to get the most from your sponsorship, we also ask that you assist us in promoting the event. We will provide you with all relevant information, links, text and logos/buttons, should you require them, in order to assist you in this.

You might like to include it in a newsletter, blog, website page, forum post, Facebook status update ... whatever.

The other thing we ask is that you provide us with all the relevant paraphernalia; flyers, product samples, prizes, vouchers ... whatever it is you have pledged, by Friday the 6<sup>th</sup> of May 2011.

We cannot guarantee inclusion in giveaway bags or on the website or sponsors information flyers if we do not have everything by this date.

That's it ... please peruse the following options and we are **really** looking forward to working with you on this amazing event.

Warmest,

**Mad Cow (Amanda Cox)**  
**Chief Control Freak and Chaos Coordinator**

## **Sponsorship Options:**

### **Financial Sponsorship:**

#### **Option 1 - Your Investment: \$500**

##### **Benefits:**

###### **Exposure:**

- 468x60 banner listing on Sponsors pages on Mums' Night Out!
- 125x125 banner advertisement on Mums' Night Out! website
- Advertising on Real Mums Recommends Directory ("Champagne" Listing)

###### **Event:**

- 4 tickets to Mums' Night Out! 2011 *plus* discounts on additional tickets
- promotion as a sponsor on sponsor's poster in function room
- promotion on sponsor's flyer in giveaway bags during Mums' Night Out! 2011
- inclusion of product samples, information flyers, invitations to join or discount vouchers in giveaway bags given to all Mums' Night Out! 2011 attendees

#### **Option 2 - Your Investment: \$160**

##### **Benefits:**

###### **Exposure:**

- 125x125 Logo listing on Sponsors pages on Mums' Night Out!
- 125x125 banner advertisement on Mums' Night Out! website
- Advertising on Real Mums Recommends Directory ("Chardonnay" Listing)

###### **Event:**

- 2 tickets to Mums' Night Out! 2011 *plus* discounts on additional tickets
- promotion as a sponsor on sponsor's poster in function room
- promotion on sponsor's flyer in giveaway bags during Mums' Night Out! 2011
- inclusion of product samples, information flyers, invitations to join or discount vouchers in giveaway bags given to all Mums' Night Out! 2011 attendees

#### **Option 3 – Your Investment: \$90**

##### **Benefits:**

###### **Exposure:**

- 125x125 logo listing on Sponsors pages on Mums' Night Out!
- 125x125 banner advertisement on Mums' Night Out! website
- Advertising on Real Mums Recommends Directory ("Chardonnay" Listing)

###### **Event:**

- 1 tickets to Mums' Night Out! 2011 *plus* discounts on additional tickets
- promotion as a sponsor on sponsor's poster in function room
- promotion on sponsor's flyer in giveaway bags during Mums' Night Out! 2011
- inclusion of product samples, information flyers, invitations to join or discount vouchers in giveaway bags given to all Mums' Night Out! 2011 attendees

## Product Sponsorship

### Option 4 – Your Investment: Prize donation of minimum \$50 value

#### Benefits:

##### Exposure\*:

- Logo listing on Sponsors pages on Mums' Night Out!
- 125x125 banner advertisement on Mums' Night Out! website
- Advertising on Real Mums Recommends Directory ("Chardonnay" Listing)

##### Event:

- Discounted tickets to Mums' Night Out! 2011
- promotion as a sponsor on sponsor's poster in function room
- promotion on sponsor's flyer in giveaway bags during Mums' Night Out! 2011
- inclusion of information flyers, invitations to join or discount vouchers in giveaway bags given to all Mums' Night Out! 2011 attendees

*\*We are more than happy to discuss additional exposure and promotion for your business for prizes of higher value – in fact, we will insist on giving you a higher level of exposure!*

### Option 5 – Your Investment: Product Samples\* to include in Goody Bags

#### Benefits:

##### Exposure:

- Logo listing on Sponsors pages on Mums' Night Out!
- 125x125 banner advertisement on Mums' Night Out! website
- Advertising on Real Mums Recommends Directory ("Chocolate" Listing)

##### Event:

- Discounted tickets to Mums' Night Out! 2011
- promotion as a sponsor on sponsor's poster in function room
- promotion on sponsor's flyer in giveaway bags during Mums' Night Out! 2011
- inclusion of additional information flyers, invitations to join or discount vouchers in giveaway bags given to all Mums' Night Out! 2011 attendees

*\* Product samples must be a tangible product. Vouchers and information flyers fall under Financial Sponsorship, unless you are providing a product sample WITH the flyer.*

We are always happy to discuss other sponsorship options with you. Just ask.