



The MOMS SALE is one of the largest sales of its kind in the county with over \$100,000 worth of merchandise sold. Over 175 members of MOMS fill a 29,000 square-foot space with their gently-used children's equipment, toys, clothes, furniture, books, outdoor toys and maternity wear. Savings is 50-90% off retail prices. Our tagline is "quality merchandise at bargain prices."



The MOMS SALE takes place on a Saturday in the fall and spring at the Douglas County Events Center. Doors are open to the public from 10:30 a.m. – 2:30 p.m. and it is \$1 admission. The sale is set up by MOMS members on the Friday prior. MOMS members have the opportunity to shop before the public on Friday night and Saturday morning.

OUR SHOPPERS

We welcome over 1200 adult shoppers each sale. Most shoppers are from the South Denver Metro/Castle Rock/Parker areas, but many come from as far as Thornton, Aurora, Lakewood and Colorado Springs. We spend over \$1000 marketing the MOMS SALE through fliers, posters, postcards, emails, advertisements, press releases and our web site. We have a mailing and email list of over 2300 people who receive reminders about the MOMS SALE. Our most loyal shoppers start lining up before 7 a.m. and wait for the doors to open for the incredible bargains.



COMMUNITY OUTREACH

A portion of proceeds supports our Community Outreach program which helps families with multiples that need supplies, clothes, equipment and food. MOMS also provides no-cost shopping for low-income families of multiples and donates hundreds of items to hospitals and other organizations.



MOMS

MOMS is the fifth largest mothers-of-twins club in the county with almost 500 member families with multiple birth children. The mission of MOMS is to *support expectant, new and experienced mothers of multiples through education, resource networking and fellowship with an emphasis towards family participation.* MOMS is a 501(c)(3) nonprofit organization. To find out more about MOMS and the MOMS SALE, visit www.mothersofmultiples.com.

SPONSORSHIP OPPORTUNITIES

MOMS offers a comprehensive sponsorship program for companies to market to our shoppers and members. Your sponsorship funds our support programs and outreach into the community.

2010 MOMS SALE DATES: March 13, 2010 and August 14, 2010

PRESENTING SPONSOR - \$1000/year or \$750/sale (*50% payment due with signed contract; remaining due 2 weeks prior to event*)

- Company logo directly under MOMS logo in all internal and external marketing of the MOMS Sale including web site, PSAs, posters, fliers, newsletters, media releases, etc (i.e. "MOMS Sale Presented by ...")
- Booth with banner (provided by sponsor) at entrance and opportunity for promotion, giveaways, interaction, etc. with shoppers before going inside to shop
- Sponsor signage at entrance and exit on easels provided by MOMS
- Opportunity for door prize/giveaway items (\$50 value per item)
- Script about company/services to be read during day of Sale with giveaways and each time Sale is mentioned: "MOMS Sale Presented by ..."
- Option to provide 1200 shopping/goodie bags
- Flyer trades – we provide sale flyers to distribute at your locations, you provide 1200 flyers or coupons to be included in the goodie bags
- Large color newsletter ad for 2 months with link to website – specs: horizontal, Pixels: 252 w x 144 h; Inches: 3.5 w x 2 h (72 dpi)

GOLD SPONSOR - \$500/year or \$350/sale (*50% payment with signed contract, remaining due 2 weeks prior to event*)

- Name and logo recognition in most internal and external marketing of Sale including web site, fliers, newsletters, media releases
- Sponsor signage at entrance and exit on easels provided by MOMS
- Opportunity for door prize/giveaway items (\$50 value per item) with brief sentence about company/services to be read over speakers with giveaway
- Flyer trades – we provide sale flyers to distribute at your locations, you provide 1200 flyers or coupons to be included in the goodie bags
- Large color ad in newsletter for 1 month with link to website – specs: horizontal, Pixels: 252 w x 144 h; Inches: 3.5 w x 2 h (72 dpi)

SILVER SPONSOR - \$100/sale (*payment due 30 days prior to event*)

- Name and logo recognition in marketing of Sale including newsletters, web site
- Opportunity for door prize/giveaway items (\$50 value per item) with brief sentence about company/services to be read over speakers with giveaway
- Flyer trades – we provide sale flyers to distribute at your locations, you provide 1200 flyers or coupons to be included in the goodie bags

GIVEAWAY SPONSOR - \$50 value per giveaway (*items must be received 30 days prior to event*)

- Door prize/giveaway items
- Flyer trades – we provide sale flyers to distribute at your locations, you provide 1200 flyers or coupons to be included in the goodie bags

GOODIE BAG STUFFERS (*flyers due 30 days prior to event*)

- Flyer trades – we provide sale flyers to distribute at your locations, you provide 1200 flyers or coupons to be included in the goodie bags

NEWSLETTER ADVERTISING

- Advertising opportunities are also available in our monthly newsletter. Please contact Sarah Reed at (303) 745-7768 or reed_js@q.com.



Sponsorship Agreement - MOMS 2010 Spring and Fall Sales

The undersigned "Company" will sponsor the MOMS Spring 2010 and/or MOMS Fall 2010 Sales on March 13, 2010 and August 14, 2010. Company encloses a donation payable to MOMS in the following amount:

	Spring 2010 Only March 13	Fall 2010 Only August 14	Spring AND Fall 2010 March 13 & August 14
Presenting Sponsor	___ \$750	___ \$750	___ \$1000
Gold Sponsor	___ \$350	___ \$350	___ \$500
Silver Sponsor	___ \$100	___ \$100	___ \$200
Giveaway Sponsor	___ \$50 Value	___ \$50 Value	

As soon as possible, but prior to **December 15, 2010**, Company will provide its logo in a high resolution electronic file (jpg preferred) for use in sale materials pursuant to sponsorship level.

Company will provide flyers to be included in 1200 goodie bags for sale shoppers due **February 10, 2010** and/or **July 15, 2010** and will take 1200 MOMS Sale flyers for distribution at company locations:
 ___ **Yes** ___ **No**

Company will provide giveaway items (\$50 value per item) for sale shoppers due **February 10, 2010** and/or **July 15, 2010**: ___ **Yes** ___ **No**

Presenting Level Sponsor will provide MOMS a company banner and/or booth for promotion of products/services: ___ **Yes** ___ **No**

Presenting Level Sponsor will provide 1200 goodie bags:
 ___ **Yes** ___ **No**

Presenting & Gold Level Sponsor will provide digital advertisement for newsletter.
 ___ **Yes** ___ **No**

Company Name: _____
Name of Contact: _____
Signature of authorized company officer: _____ **Date:** _____
E-mail: _____ **Phone:** _____
Address: _____

Please return completed agreement and check to:
 Kedra Schattinger, MOMS Fundraising Chair
 7219 South Gore Range Road; Littleton, CO 80127
 (720) 838-6750 or moms kedra@yahoo.com