



Dear Business Owner,

Please consider sponsoring the largest nonprofit consignment sale in Colorado – The MOMS Sale. Your marketing message would reach **1200-1500 adults** that shop our sales each spring and fall.

The Spring 2011 MOMS SALE is coming up on **March 12th** at **The Douglas County Fairgrounds in Castle Rock** and is hosted by Mothers of Multiples Society (MOMS).

Along with the exposure you will receive during **MOMS Sale**, you will also be part of the **extensive promotion** of the event to our 500 members, other parent of multiple clubs across Colorado, the public and the media. The sooner you become a sponsor, the more exposure you will receive.

Our mission is to support expectant, new and experienced mothers of multiples through education, resource networking and fellowship with an emphasis towards family participation. A portion of the proceeds supports our Community Outreach program, which helps families with multiples that need supplies, clothing, equipment and food. Visit [www.mothersofmultiples.com](http://www.mothersofmultiples.com) for more information.

Mothers of Multiples Society is a **501(c)(3)** tax-exempt nonprofit organization. The FEIN for is 84-1236681. We are a member of the National Organization of Mothers of Twins Clubs, Inc.

Please contact me with any questions or to create a custom sponsorship program that works for your company. You may use the enclosed Sponsorship Agreement to make your tax-deductible contribution.

We look forward to working with you.

Sincerely,

Christie Koressel  
2010 MOMS Fundraising Coordinator  
(303) 570-4359  
[ckoressel@comcast.net](mailto:ckoressel@comcast.net)





## **Sponsorship Opportunities**

**Spring and Fall 2011 MOMS Sale Dates: March 12 & August 13, 2011**

### **Platinum Sponsor Level**

#### **3 opportunities with non-competing companies**

##### **\$1500 for 2 sales**

- Company logo directly under MOMS Sale logo in all internal and external marketing of the MOMS Sale including web site, PSA's, posters, fliers, newsletters, media release, etc. ("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 throughout sale day each time Sale is mentioned. ("MOMS Sale Presented by...")
- You provide an electronic coupon/advertisement to be included in the "green" goodie bag, which is emailed to over 3500 current and past MOMS Sale shoppers after the sale. We provide sale fliers to distribute at your locations or an electronic ad to go in your email/newsletter.
- Large color ad with url for two months for the MOMS Newsletter which reaches our 500 members (Vertical - Pixels: 252 w x 324 h inches: 3.5 w x 4.5 h at 72 dpi)

### **Gold Sponsor Level**

#### **\$250 per sale or \$450 for 2 sales**

- Name and logo recognition in most internal and external marketing of MOMS Sale including website, fliers, newsletters and 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
- You provide an electronic coupon/advertisement to be included in the "green" goodie bag, which is emailed to over 3500 current and past MOMS Sale shoppers after the sale. We provide sale fliers to distribute at your locations or an electronic ad to go in your email/newsletter.
- Small color ad with url for one month for the MOMS Newsletter which reaches our 500 members (Horizontal - Pixels: 252w x 144h Inches: 3.5 w x 2h at 72 dpi)

### **"Green" Goodie Bag**

#### **\$50/Sale**

- You provide an electronic coupon/advertisement to be included in the "green" goodie bag, which is emailed to over 3500 current and past MOMS Sale shoppers after the sale. We provide sale fliers to distribute at your locations or an electronic ad to go in your email/newsletter.

### **Giveaway Sponsor**

#### **\$50 value per giveaway**

- Items must be received 30 days prior to event



## Sponsorship Agreement-MOMS 2011 Spring and Fall Sales

The undersigned "Company" will sponsor the MOMS Spring and/or Fall 2011 Sale. Company encloses a donation payable to MOMS in the following amount:

**Platinum Sponsor**                                 **\$1500 for MOMS 2011 Spring and Fall Sales**

	<b>Spring 2011 Only</b>	<b>Fall 2011 Only</b>	<b>Both</b>
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<b>Gold Sponsor</b>	<u>          </u> <b>\$250</b>	<u>          </u> <b>\$250</b>	<u>          </u> <b>\$450</b>
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<b>Electronic Goodie Bag</b>	<u>          </u> <b>\$50</b>	<u>          </u> <b>\$50</b>	<u>          </u> <b>\$100</b>
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**Giveaway Sponsor**                                 **\$50 Value**                                 **\$50 Value**

As soon as possible, but prior to **January 15, 2011**, Company will provide its logo in a high-resolution electronic file (jpg preferred) for use in sale materials pursuant to sponsorship level:               Yes                                 No

Company will provide electronic coupon/advertisement for "green" goodie bags due **March 1, 2011** and/or **August 1, 2011** and will take MOMS flyers for distribution at company locations or advertisement for email newsletter:

           Yes                                 No

Company will provide giveaway items (\$50 value per item) for sale shoppers due **February 11, 2011** and/or **July 8, 2011**:               Yes                                 No

Platinum level sponsor will provide MOMS a company banner and/or booth for promotion of products/services:               Yes                                 No

Platinum and Gold Level Sponsor will provide digital advertisement for newsletter:

           Yes                                 No

**Company Name:** \_\_\_\_\_

**Name of Contact:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Signature of authorized company officer:** \_\_\_\_\_

**Please return completed agreement and check to:**

Christie Koressel, MOMS Fundraising Coordinator

1081 Foursome Drive; Castle Rock, CO 80104

[ckoressel@comcast.net](mailto:ckoressel@comcast.net), (303) 570-4359