



# **2008 MOMFERENCE**

# **SPONSOR PACKET**

[www.momference.com](http://www.momference.com)



Dear Prospective Sponsor,

Many organizations are well known for supporting and empowering women in their daily work and family life. Many of those women are also mothers. All too often, moms find it difficult to feel supported in the full range of their many roles. Now there's a powerful way to support your member moms in a way that validates and empowers them in all the roles they play.

We invite you to become a sponsor with **Momference<sup>SM</sup>**, the first ever global expert resource created especially for busy Moms, to gain credible and high visibility exposure to an audience of moms across North America while supporting the hard-working moms in your own organization.

**Momference** celebrates, empowers, and educates women who are moms in all aspects of their lives. These virtual programs are conducted 100% via phone conferences and online webinars creating unique opportunities to educate and inspire women across the world.

Topics Include:

- ✓ Parenting
- ✓ Relationships
- ✓ Self-care and Wellness
- ✓ Finance
- ✓ Home
- ✓ Work / Career
- ✓ Divorce
- ✓ Child Safety

The **Momference** website can be viewed at [www.momference.com](http://www.momference.com) and the popular **Momference** blog can be visited at <http://momference.wordpress.com/>.

**Momference** is a dynamic way to reach active, inquisitive and self-motivated mothers **with your message**. In addition, association with the **Momference** network shows your company's commitment to helping moms at all stages of their personal and professional lives become more empowered, learn better ways to take care of themselves and their families, and succeed in their careers.

It is rare that an organization gets the opportunity to directly affect the lives of generations of women and children. By associating with **Momference**, your organization will be doing just that: change lives through an outreach limited only by the dedication of people.

**Momference** events are designed so they grow bigger and more valuable to attendees every year. As a Sponsor, we invite you to play a valuable role in that dream! Please take a moment to review the attached proposal.

Please complete the attached application and submit it to us by either faxing us at (203) 621-3051 or emailing it to [sponsor@momference.com](mailto:sponsor@momference.com). Once we review your application we will be in touch to answer any questions and explore an exciting partnership between your organization and **Momference**.

Sincerely,  
Momference Support Team  
[www.Momference.com](http://www.Momference.com)



## 2008 MOMFERENCE SPONSOR PROSPOSAL

[www.momference.com](http://www.momference.com)



## Fact Sheet

### MOMFERENCE MISSION STATEMENT

**Momference** provides a welcoming, inclusive opportunity for women in all stages of motherhood and life to meet, share, learn and grow. Momference celebrates, empowers, and educates women who are moms in all aspects of their lives.

### WHAT IS “MOMFERENCE<sup>SM</sup>”?

**Momference** is an organization dedicated to supporting and encouraging women who are moms in their efforts to build strong families while simultaneously renewing their own sense of self and well-being. We are dedicated to a common bond—that regardless of the many superficial differences in our lives, family structure, careers and dreams, we are united by the heart-felt desire to be the best that we can be in every aspect of our lives for the good of ourselves and our loved ones.

Through various mediums like virtual conferences, educational podcasts, and interactive blogs, the Momference team works to bring moms across America inspiring experts to discuss challenges and offer practical strategies that empower them to achieve their potential in the many facets of life as both a mom and a woman! With a holistic, 360 degree approach addressing issues important to moms, Momference provides insightful guidance for moms in all areas of their lives including:

- Relationships with their spouses, parents, and children,
- Home based businesses and professional track careers,
- Responsible self care and health management.

**Momference** is also a place for our experts and corporate sponsors to showcase the products and services they provide that make life easier for moms. Through the Resource Center, **Momference** offers useful, entertaining and informative articles and podcasts from our large array of expert speakers, marketing partners and sponsors. In the **Momference** shops, moms can purchase books, informational media, products and services designed with them in mind.

### HOW MOMFERENCE WAS BORN

In 2004, Mike Jaffe, founder of [Jaffe Life Design, LLC](#), was beginning his formal journey into the world of professional coaching. One of the first experiences he had was leading a talk with a group of women during their kid's playgroup. These moms voiced the numerous challenges they faced and related their feelings of being isolated and overworked, and Mike wondered if they were typical.

So that summer he surveyed more than 150 moms in Fairfield County, CT and learned that 77% thought that their top challenge was balancing family life.

With this in mind, **Momference** was born and has continued to grow based on the mission of improving the lives and well being of women in their roles as mother, spouses, and individuals.



## Benefits of *Momference* Association

**Sponsorship** - Momference shows your company's commitment to helping moms at all stages of their personal and professional lives become more empowered, learn better ways to take care of themselves and their families, and succeed in their careers.

- As a Sponsor, your organization will enjoy the opportunity to have its company associated with over 5,000 households where mothers actively determine the purchase of goods and services for their family.
- In addition, your organization's sponsorship with **Momference**, offers you the right to publicize this association to your employees and consumers or through other means, makes the Momference website information available, and demonstrates your commitment to providing services to women.
- Depending on the level of partnership, your organization's goods and/or services can be showcased in the warm and informal structure of the **Momference** program.
- Highly credible placement on the **Momference** website, promotional materials, newsletter, and Momference blog are available, based on your organization's sponsorship level and, equally important, your organization may have the opportunity to share its latest research and provide long lasting expert content in the form of podcasts and articles to a network of connected mothers from throughout North America - all based on sponsorship level.
- As an appropriate level sponsor, your organization will be invited throughout the year via the post-conference **Momference** network to showcase your products and services.
- And as a **Momference** sponsor, you will have ongoing visibility to the **Momference** family.













































### **Momference** Audience:

- In our first month of launch, almost 6,000 unique visitors interacted on the **Momference** site. In the first few weeks of our newly relaunched blog, more than 2,500 visitors have participated with many bookmarking the site and posting comments. These numbers are increasing significantly each week.
- **Momference** currently maintains, after only 5 months in operation, a high hit rate of bookmarks by new users.
- The base for speakers and contributors for **Momference** includes over 50 highly regarded, credentialed experts in their specialty.
- In the first live **Momference** event, over 60 courses in 6 niche categories were taught over a 6 day period of time.
- In 2008, at least 6 more mini-**Momference** events are planned on topics like divorce, special needs, teen, career moms, and safety.

**Note:** If you would like to sponsor a specialty **Momference** event, then please contact your **Momference** representative or email [info@momference.com](mailto:info@momference.com).



## 2008 MOMFERENCE SPONSORSHIP OPPORTUNITIES

Your Momference Sponsorship Includes:	Silver Level	Gold Level	Platinum Level	Diamond Level
Organizational logo and link on the <b>Sponsors</b> section of the website				
Organizational listing and link on the relevant <b>Event Page(s)</b> of the website				
Listing in the downloadable <b>Momference Event Program</b>				
Opportunity to post a non-promotional how-to tip in the Momference Resources section and popular Momference <b>Blog</b>				
Organizational logo in <b>Home Page</b> Sponsor Banner rotation of Momference Website				
Logo on additional Momference website pages, including <b>Experts</b> and <b>Resources</b> sections				
Verbal sponsor acknowledgment during the event				
Organizational description included with logo and link in <b>Sponsors</b> section of website				
Your company mentioned as a sponsor in pre and post-event <b>publicity</b>				
Link to your <b>infomercial</b> (produced by sponsor) from our Website				
Opportunity to provide an online expert on the Momference <b>Blog</b> to answer questions				
Opportunity to provide a <b>podcast</b> of a non-promotional expert speaker on your topic of expertise for the <b>Resources</b> section				
Opportunity to submit two articles with sponsorship to MOMFERENCE Resources section				
Opportunity to submit four articles with sponsorship over a 2 month period to the MOMFERENCE blog				
Ongoing presence and visibility to Momference members via logo inclusion in the Momference newsletter, website, and blog for 6 Months				
<b>Featured</b> sponsor logo in prominent Header section of Momference <b>Home Page</b> for 6 months				
Sponsorship of one specific session within each conference.				
	<i>\$1,500 Commitment</i>	<i>\$3,500 Commitment</i>	<i>\$6,500 Commitment</i>	<i>\$15,000 Commitment</i>



## 2008 MOMFERENCE SPONSORSHIP OPPORTUNITIES

### DIAMOND LEVEL SPONSORSHIP

The Diamond level sponsorship offers all benefits of the Platinum level membership with the additional value of representation for 6 months throughout the year.

We can also create other opportunities with you around specific category sponsorship such as:

- Health & Wellness
- Fitness
- Diet and Nutrition
- Mind, Body & Spirit
- Lifestyle & Leisure
- Beauty & Style
- Parenting, Family & Care Giving
- Divorce
- Love & Relationships
- Sex and Intimacy
- Home, Garden & Environment
- Professional & Career
- Personal Finance
- Special Needs
- Teens and Tweens
- ...and more

If you don't see a category that fits, **Momference** will work with you. Please contact your Momference representative today or email [sponsor@momference.com](mailto:sponsor@momference.com)!

#### **Special Diamond Level Sponsorship Benefit<sup>1</sup>:**

Diamond Sponsors have the opportunity to sponsor a *specific session* within 4 events during their six month sponsor period. For example, a session could read "Sponsored by <Your Organization>" with your name listed.

<sup>1</sup> Specific session sponsorships will be completed on a first come, first serve basis, within relevant topics. We will always try to honor your first preferences, however, smaller events may have limited session sponsor opportunities available.

- Featured logo in most prominent area (Header) on **MOMFERENCE** website home page
- Logo on the **MOMFERENCE** website sub-pages, including highly visited Experts, Events and Resources pages
- Organizational logo, description and link in the Sponsors area of the website
- Ongoing presence and visibility to **MOMFERENCE** members via logo inclusion in the **MOMFERENCE** newsletter, website, and blog
- **Bold**, Primary listing in the **MOMFERENCE** program/schedule
- Your company mentioned as a sponsor in pre- and post-event publicity
- Verbal sponsorship acknowledgements during the **MOMFERENCE** events
- Ability to link to an infomercial (produced and hosted/served by sponsor) from Momference website
- Opportunity to provide an online expert on the Momference Blog to answer questions in a non-promotional way on your area of expertise one time pre-event and one time during event
- Opportunity to provide a podcast of a non-promotional expert speaker on your topic of expertise for the Resource Center
- Opportunity to submit two articles with sponsorship (up to 1,500 words each) to MOMFERENCE Resources area
- Opportunity to submit four articles with sponsorship (up to 1,000 words each) over a 2 month period to the MOMFERENCE blog

### **\$15,000 Commitment (per product line)**



Would you like to sponsor a special Momference Event just for your employees? Please contact your Momference representative today or email [sponsor@momference.com](mailto:sponsor@momference.com)!

#### PLATINUM LEVEL SPONSORSHIP

- Featured logo on **MOMFERENCE** website home page
- Logo on the **MOMFERENCE** website sub-pages, including highly visited Experts, Events and Resources pages
- Organizational logo, description and link in the Sponsors area of the website
- Bold, Primary listing in the **MOMFERENCE** program/schedule
- Your company mentioned as a sponsor in pre and post-event publicity
- Verbal sponsorship acknowledgements during the **MOMFERENCE**
- Ability to link to an infomercial (produced and hosted/served by sponsor) from the relevant event page on the Momference website
- Opportunity to provide an online expert on the Momference Blog to answer questions in a non-promotional way on your area of expertise (one time pre-event and one time post-event)
- Opportunity to provide a podcast of a non-promotional expert speaker on your topic of expertise for the Resources Section
- Opportunity to submit two articles with sponsorship (up to 1,500 words each) to MOMFERENCE Resources section
- Opportunity to submit four articles with sponsorship (up to 1,000 words each) over a 2 month period to the MOMFERENCE blog

**\$6,500 Commitment:**

#### GOLD LEVEL SPONSORSHIP

- Organizational logo on Home Page of **MOMFERENCE** website under Event Sponsors
- Logo on the **MOMFERENCE** website sub-pages, including highly visited Experts pages and Resources pages
- Organizational logo, description and link in the Sponsors section of the website
- Bold listing in the **MOMFERENCE** program/schedule
- Verbal sponsor acknowledgement during the **MOMFERENCE**
- Opportunity to post a non-promotional article (up to 800 words) in the **MOMFERENCE** Resource Center and to run the same article on the **MOMFERENCE** blog

**\$3,500 Commitment**

#### SILVER LEVEL SPONSORSHIP

- Organizational logo and link in the Sponsors area of the website under Event Sponsors
- Organizational logo and link in the Sponsors section of the website
- Listing in the **Momference** program / schedule
- Opportunity to post a non-promotional how-to tip (up to 400 words) in the **Momference** Resources section and **Momference** blog
- Visibility as a **Momference** Sponsor on the **Momference** blog (<http://momference.wordpress.com>)

**\$1,500 Commitment**



**MOMFERENCE 2008 SPONSOR APPLICATION**

<b>Sponsorship Level:</b>			
Diamond	(\$15,000)	_____	_____
Platinum	(\$7,500)	_____	_____
Gold	(\$3,000)	_____	_____
Silver	(\$1,500)	_____	_____
Would you like to sponsor a special Momference Event just for your employees? Contact your Momference representative today!			

**Title:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

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

**Phone:** \_\_\_\_\_

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

**Company Website:** \_\_\_\_\_

**Type of products and/or services offered:** \_\_\_\_\_

**Years in business:** \_\_\_\_\_

**Are you the ongoing contact person for sponsorship participation? \_\_ Yes \_\_ No**

If not, please name the ongoing contact: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

**Please indicate the title and dates of the event(s) you wish to sponsor**

*(Not applicable for Diamond Level Sponsors):*

Event: \_\_\_\_\_ Date(s): \_\_\_\_\_ Level: \_\_\_\_\_

Event: \_\_\_\_\_ Date(s): \_\_\_\_\_ Level: \_\_\_\_\_

Event: \_\_\_\_\_ Date(s): \_\_\_\_\_ Level: \_\_\_\_\_

**Method of Payment**

Check (mail separately)     American Express     Visa     MasterCard

**Name on Card (print)** \_\_\_\_\_

**Credit card number** \_\_\_\_\_

**Expiration date (mm/yyyy)** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_    **Validation Code** \_\_\_\_\_

**Signature** \_\_\_\_\_