



## 2010 Willow Lawn *Mommy & Me* Program Overview

- What:** Mommy & Me and Daddies Too is Willow Lawn's exclusive kids club for parents, grandparents or any caregivers and children ages 1-8. Club members meet each month to take part in various activities hosted by stores and program sponsors throughout the shopping center, while enjoying numerous shopping and dining benefits.
- Where:** Members meet in the Old Navy Wing each month to pick up their list of activities and programs for the day. Registration tables are equipped with educational information, merchant and sponsor coupons/offers, and club rewards each month.
- When:** Second Wednesday of the month from 10:00am until 11:30am.  
*(April through October)*
- Attendees:** Members of Mommy & Me are predominantly women between the ages of 25 and 54 with one or more children under the age of eight.

### **How does this sponsorship benefit YOU?**

- Provides a positive, high-profile environment to demonstrate your commitment to the community.
- Builds consistent branding with a highly sought-after audience.
- Provides direct, onsite interaction with an audience already in a "buying mindset"
- Offers the ability to network and interact with business partners
- Provides a venue for product sampling and consumer research

#### Event Dates

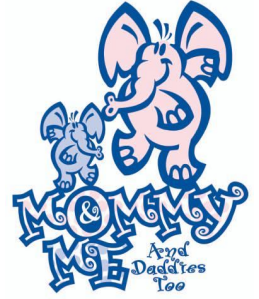
**Wednesday, April 14**  
**Wednesday, May 12**  
**Wednesday, June 9**  
**Wednesday, July 14**  
**Wednesday, August 11**  
**Wednesday, September 8**  
**Wednesday, October 13**

#### Theme

**Celebrating Spring**  
**Imagination Richmond**  
**Calling All Sports Fans**  
**Tropical Luau**  
**Discovering Dinosaurs**  
**Safari Adventures**  
**Halloween Funfest**

## Kids Club Sponsor: \$2,500

**Total advertising package valued at over \$16,700**



### **RADIO ADVERTISING**

- Company mention in Mommy & Me radio spots on Radio Disney (40 spots per month for 7 months)

### **PRINT ADVERTISING**

- Sponsor logo on (7) half-page advertisements in Richmond Parents Magazine

### **ON-SITE COLLATERAL**

- Logo on Mommy & Me activity newsletter distributed at each monthly event
- Logo on six 22"x28" event signs posted throughout the center
- Logo featured on Mommy and Me banner, to be displayed at the registration area at each event throughout the season

### **TARGETED DISPLAY/ON-SITE EXHIBITOR**

- Opportunity to distribute promotional materials at a 6-foot table provided by Federal Realty while interacting with attendees at all kids' club events

### **DIRECT MAIL AND E-MAIL CAMPAIGNS**

- Logo featured on direct mail postcard
- Logo inclusion in monthly e-mail blasts to close to 1,500 families

### **WEBSITE**

- Logo inclusion and link from Willow Lawn's Mommy & Me page (over 76,000 hits per month)

## Kids Club Friend: \$1,000

**Total advertising package valued at over \$8,000**

### **ON-SITE COLLATERAL**

- Listing on Mommy & Me activity newsletter distributed at each monthly event
- Logo on six 22"x28" event signs posted throughout the center

### **TARGETED DISPLAY/ON-SITE EXHIBITOR**

- Opportunity to distribute promotional materials at a 6-foot table provided by Federal Realty while interacting with attendees at all kids' club events

### **E-MAIL CAMPAIGN**

- Listing in monthly e-mail blasts to close to 1,500 families

### **WEBSITE**

- Logo inclusion and link from Willow Lawn's Mommy & Me page (over 76,000 hits per month)

## Kids Club On-site Exhibitor

<b>Per-Event Exhibitor</b>	<b>\$250/event</b>
<b>3-time Exhibitor</b>	<b>\$550</b>
<b>Non-Profit Exhibitor</b>	<b>\$0</b>

### **EVENT PRESENCE/Promotional Opportunity**

On-site exhibitors are invited to distribute brochures and promotional materials while interacting with customers during kids' club events. **It is requested that all exhibitors provide an interactive activity or performance during the event to engage attendees and enhance your product/service offerings.**

#### **Per-event Exhibitor**                      **\$250/event**

- This package is created for sponsors who would like the opportunity to experience the event. Participants must inform event organizers one month prior to the event.

#### **3-time Exhibitor**                      **\$550**

- This package is for sponsors who are interested in appearing on-site at least 3 times during the program.

#### **Non-Profit Exhibitor**                      **\$0**

- This package is created for non-profit organizations who would like the opportunity to experience the event. Participants must inform event organizers one month prior to the event. All non-profit organizations must provide proof of non-profit status to register as a non-profit exhibitor.