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MAGAZINE

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MAYBELLINE
NEW YORK

12 Months, 365 Days, **15** Cities, over
100,000 PEOPLE, multiple events with **500 BUSINESS-**
WOMEN and **350 performers** **reaching** the way **10,000,000**
people **see, define, empower** and **advance women, children and**
families. MAMAPALOOZA! JoinMama.com Today!



Mamapalooza Events



& Museum Of Motherhood

MAMAPALOOZA: Events highlighting mom-branded entertainment and women-owned businesses that benefit communities and families raising brand awareness through direct consumer engagement opportunities, while empowering women and raising funds for the Museum Of Motherhood.

Fall 2010 Branded Stages, Expo Opportunities & M.O.M. Fundraiser

- ❑ **January 21, 2011(Fri) 3-7pm in the CSU on Mankato Campus, Minnesota State U.**
- ❑ **April 16, 17, 2011 - Mamapalooza Branded Stage & booth distribution opportunity, GO GREEN Expo, Los Angeles, CA (11,000 + people)**
- ❑ **Date TBD - Detroit Zoo (3,000 + people)**
- ❑ **May 14, 2011 - 7th Annual, Mamapalooza Festival, Kensico Dam. Valhalla, Westchester New York (5,500 + people)**
- ❑ **Date TBD- 3rd Annual, Mamapalooza Branded Stage & booth distribution opportunity, Taste Of Ladera, Ladera Ranch, Orange County, CA (6,000 + people)**
- ❑ **May 22, 2011 - 8th Annual, Mamapalooza Festival, Riverside Park So. At Summer On The Hudson, Manhattan, NY (6,000 + people)**
- ❑ **May 22, 2011 - 3rd Annual, Mamapalooza Branded Stage & sponsor/vendor area Collingswood, New Jersey (15,000 +people)**
- ❑ **Mamapalooza at MingleMediaTV, Weekly Broadcasts with Joy Rose, MediaMom™**
- ❑ **Mamazina Magazine Fall/Winter – Spring/Summer, distributed at all events, advertising opportunities.**

- Fall 2011 Events Include Mamapalooza Branded Stages at BeBe Paluzza Baby Expos -

Dates, times & locations subject to change, smaller events include Columbus, O, San Francisco, CA, Buffalo, NY, Haverhill, MA and additional locations.

Our specialty are unique large-scale outdoor festivals, expos & media that embrace and include entire communities, highlighting families, featuring mom-branded entertainment, women-in-business, education, social services and well-being for all. This season anticipates more ways than ever to get involved! We are award-winning, media friendly, racially diverse, socio-economically inclusive trend setters in each market. We are currently raising awareness and funds for the Museum Of Motherhood through the Motherhood Foundation Inc.

- **Direct Consumer Engagement Opportunities:** Meeting face-to-face with savvy, socio-economically diverse women, mothers, fathers, grandparents, caregivers, politicians, business owners, and service providers who are interested in educating themselves about the best products and services for themselves, their networks.

- **Media:** Increasing awareness for your brand via direct exposure to thousands of eager buyers through our multi-media marketing plan. You will also benefit from Mamapalooza.com site exposure, our local media partners, our MingleMediaTV broadcasts, Mamapalooza TV, Mamazina publishing and blogs.



www.mamapalooza.com

- **Increase Brand Recognition and Loyalty:** Reach your target market with quality programming that includes a history of empowerment for women. Brand association with Mamapalooza and experiences that positively impact families measure the results in real time. This is a superior ethical return on your investment compared with traditional advertising, promotions and direct consumer engagement opportunities.

877.711.MOMS (6667)

- **Research & Data base building:** Conduct market surveys, assess price points, and learn from users how to improve products and increase sales, while building your database and identifying potential new recruits for your company.

Since 2002, Mamapalooza, Inc. has produced hundreds of award winning, educational, entertaining and culturally enriching experiences. A mom-owned and operated multimedia organization, Mamapalooza's ongoing mission is to create authentic, inspirational, large-scale mom-branded experiences that elevate and educate individuals, businesses and communities. To this end, Mamapalooza is a steady supplier of varied & exciting programs across the country & online. In

addition, sister-organization Motherhood Foundation is creating great programming, with ongoing funding needs through the Museum Of Motherhood.

Each program we produce puts women, mothers and families at the center of each activity. We generate community awareness benefiting all, utilizing mom music performers, women-owned businesses, vendors, health education, arts education, social services for families, & kids activities.

80% of all consumer purchases are made or influenced by women
Word of mouth is the number one influencer of purchaser decisions
71% of word of mouth takes place in person
Mamapalooza puts your brand in the hands of women where they connect

ATTENDANCE: Between 5,000- 20,000 (per festival & expo)
Smaller events between 100-500
100,000 (All MaMapalooza annual events)

DEMOGRAPHIC COMPOSITION: 30% infants and school-age children
37% women and moms age 20 – 39
33% moms, dads and grandmas age 40 – 59+



Companies looking to expand their reach to consumers in these markets may participate with Mamapalooza events as a Sponsor all driving awareness to our non-profit partner Motherhood Foundation Inc. (MFI), for the Museum Of Motherhood.

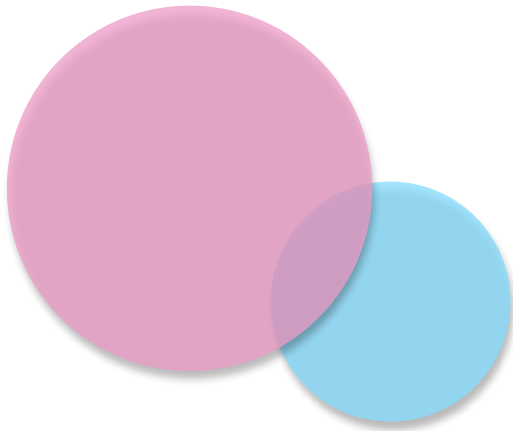
Sponsors may consider one event or specialized packages to have a presence and maximize brand and reach throughout the year. Sponsors with Mamapalooza events are marketing partners engaged with this strong community throughout the duration of the year. Find out more about our brands and biz, including Mothers Day Party: **JoinMama.com** or **Call: 877.711MOMS (6667)**

“every year moms spend
\$1.7 TRILLION”
- Maria Bailey in “Marketing to Moms” (Prima, 2002)

Contact: Suzanne Dawson, Strategic Partners & Sponsorships:

Suzanne.Dawson@Mamapalooza.com

PH: 917.282.6742



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Mamapalooza “Gold Guitar” Presenting Sponsorship

\$25,000

- **Exclusive**, nationwide “Presented By...” title for entire 2011 schedule (10 events, 100,000 attendees) – THE

WHOLE SHE-BANG, including Festivals, Expos and Branded Stages.

- Internet promotion, including your logo and banner ad (hot link) on Mamapalooza websites (1,000,000 website visits annually)
- Your logo and ad on Mamapalooza Website, Media, MingleMediaTV, Community Pages
- 2 branded, interactive “email blast” promotions during the festival season to database of over 30,000 moms (receive data on click through rates to your website)
- Your logo on all signage at each festival (Main Banner above stage, plus directional signage throughout venues)
- Brief speaking opportunity from the main stage at each festival
- Your logo and products on your own display/sampling table at each festival
- Mamazina: Your FULL PAGE ad in 2,000 copies of the official magazine of Mamapalooza distributed to media and festival attendees
- Mamapalooza Custom CDs: Your logo on 1,000 CDs of original Mom created music distributed to media, sponsors and sold to attendees and website visitors
- Custom T-Shirts: Your logo on 1,000 custom shirts distributed to media, sponsors and given as prizes to select attendees at the festivals
- Your logo on 1,000 gift bags, filled with samples, given as prizes to select attendees at the festivals
- Custom created video footage and photography available as content for your website, to help promote and activate your sponsorship
- Your brand and company logo identified and recognized as part of the extensive national and local media coverage of our festivals (over 10 million impressions annually)

“Mamazina Magazine & Media” Partnerships and Ad Placements Contact: MamazinaMag@gmail.com

“Silver Guitar” Major Sponsorship

\$15,000

- Category exclusive available for **2 special companies** as the nationwide **“Major Sponsor”** title for 5 events during entire 2010-11 schedule
- Your logo (hot link) on Mamapalooza websites (1,000,000 website visits annually)
- Your logo on all signage at each festival (Large banner near stage, plus directional signage throughout venues)
- Your logo and products on your own display/sampling table at each festival
- Mamazina: Your HALF PAGE ad in 2,000 copies of the official magazine of Mamapalooza distributed to media and festival attendees
- Custom T-Shirts: Your logo on 1,000 custom shirts distributed to media, sponsors and given as prizes to select attendees at the festivals
- Your samples in 500 gift bags, given as prizes to select attendees at the festivals
- Custom created video footage and photography available as content for your website, to help promote and activate your sponsorship
- Your brand and company logo identified as part of the extensive national and local media coverage of our festivals (over 10 million impressions annually)

“Pink Guitar” Official Sponsorship

\$10,000

- Nationwide **“Official Sponsor”** title for up to **3 special companies** for 4 large-scale events in the 2010-11 schedule
- Your logo (hot link) on Mamapalooza websites (1,000,000 website visits annually)
- Your logo and products on your own display/sampling table at each festival
- Mamazina: Your QUARTER PAGE ad in 2,000 copies of the official magazine of Mamapalooza distributed to media and festival attendees
- Your samples in 500 gift bags, given as prizes to select attendees at the festivals
- Custom created video footage and photography available as content for your website, to help promote and activate your sponsorship

BOOTH SAMPLING OPPORTUNITIES:

\$3,000 (per location)

- Your logo and products on your own display in premier area with sampling opportunities
- Logo and link on Mamapalooza website
- We distribute your product for you and create sampling opportunities **\$1,000 (per location)**

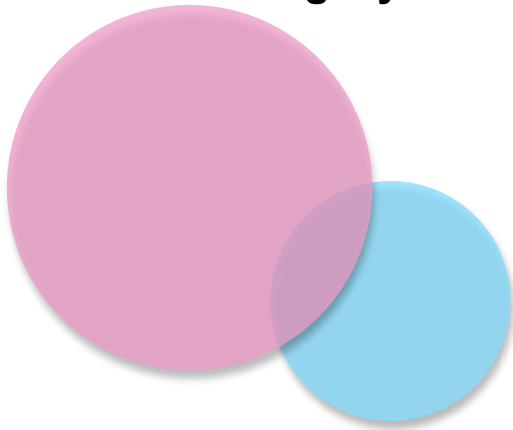
Contact: Suzanne Dawson, Strategic Partners & Sponsorships: PH: 917.282.6742
Suzanne.Dawson@Mamapalooza.com

“Exclusive” Legacy Partnerships For Museum Of Motherhood 2011

Contact: Suzanne Dawson, Strategic Partners & Sponsorships:

Suzanne.Dawson@Mamapalooza.com

PH: 917.282.6742



“Mamazina Magazine & Media” Partnerships, MingleMediaTV and CD Ad Placements

Mamazina Magazine - 2 published issues per year, blogs, distribution at events. 5,000 printed
MingleMediaTV (Alexa top 20,000 rating), 5,000 viewers per show. Advertising opportunities (ongoing)

Contact: Amy Andrews: e-mail ~ MamazinaMag@gmail.com PH: 518.482.8432

