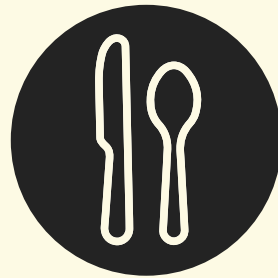


WILLOW LAWN

Established 1956



mommy & me
and daddy, too

*Sponsorship
Package*

WILLOW LAWN

Established 1956

AN INVITING, OPEN-AIR SHOPPING CENTER



WILLOW LAWN MOMMY & ME OVERVIEW

What: An exclusive club for parents and children, with fun monthly events, shopping perks, and dining benefits.

Where: The Square at Willow Lawn or Children's Theatre of Virginia, depending on weather and event.

Who: 500+ parents and children from the Greater Richmond Metro area attend these monthly events.

When: Second Wednesday of every month.

SPONSORSHIP OPPORTUNITIES

Sponsorships provide a high-profile environment for you to demonstrate your commitment to the community, showcase your brand, and engage potential consumers through both networking and exhibitor opportunities.

Kid's Club Gold Sponsor

Kid's Club Silver Sponsor

Kid's Club Friend Exhibitor

Single Exhibitor

Triple Exhibitor

Super 7 Exhibitor

KIDS CLUB GOLD SPONSOR

Limited number available.

PRINT ADVERTISING

- Sponsor logo on (12) 1/2 page advertisements in Richmond Family Magazine.*

ON-SITE COLLATERAL

- Logo on Mommy & Me activity newsletter distributed at each monthly event.
- Logo on six (6) 22"x28" event signs posted throughout the center.
- Logo featured on Mommy and Me banner, to be displayed on the plaza throughout the season.

TARGETED DISPLAY/ON-SITE EXHIBITOR

- Opportunity to distribute promotional materials while interacting with attendees at all events
- When event is held outside, one (1) 6-foot table will be provided.
- It is requested that all exhibitors provide an interactive activity or performance during the event to engage attendees and enhance your product/service offerings.

DIRECT MAIL AND E-MAIL CAMPAIGNS

- Logo featured on direct mail postcard.
- Logo and link inclusion in monthly e-mail blasts distributed to 2,500+ families.

WEBSITES

- Logo inclusion and link from Willow Lawn's Mommy & Me page (an average of 350 visitors per month).
- Listing on Willow Lawn's Facebook page (8,000+ fans).
- Event will be advertised in monthly website ads on the Richmond Family Magazine website.

Sponsor name will be included as space permits. Gold Sponsors receive first priority.

*inclusion is dependent upon print deadlines and date agreements are signed

KIDS CLUB SILVER SPONSOR

ON-SITE COLLATERAL

- Listing on Mommy & Me activity event newsletter.
- Logo on six (6) 22"x28" event signs posted throughout the center.

TARGETED DISPLAY/ON-SITE EXHIBITOR

- Opportunity to distribute promotional materials while interacting with attendees at all events.
- When event is held outside, one (1) 6-foot table will be provided.
- It is requested that all exhibitors provide an interactive activity or performance during the event to engage attendees and enhance your product/service offerings.

E-MAIL CAMPAIGN

- Listing in monthly e-mail blasts distributed to 2,500+ families.
 - Logo inclusion and link from Willow Lawn's Mommy & Me page (an average of 350 visitors per month).
 - Listing on Willow Lawn's Facebook page (8,000+ fans).
 - Event will be advertised in monthly website ads on the Richmond Family Magazine website.
- Sponsor name will be included as space permits.

KIDS CLUB FRIEND EXHIBITOR

Single Exhibitor	One event
Triple Exhibitor Package	Three events
Super 7 Exhibitor Package	Seven events

ON-SITE COLLATERAL

- Listing on Mommy & Me activity newsletter distributed at each event.

TARGETED DISPLAY/ON-SITE EXHIBITOR

- Opportunity to distribute promotional materials while interacting with attendees at selected kids' club events.
- When event is held outside, one (1) 6-foot table will be provided.
- It is requested that all exhibitors provide an interactive activity or performance during the event to engage attendees and enhance your product/service offerings.

E-MAIL CAMPAIGN

- Listing in selected monthly e-mail blasts distributed to 2,500+ families.

WEBSITE

(only available to exhibitors attending a minimum of three events per year)

- Listing and link from Willow Lawn's Mommy & Me page (an average of 350 visitors per month).
- Listing on Willow Lawn's Facebook page (8,000+ fans).

CONTACT

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