



SPONSORSHIP PACKAGES YOUR NATURAL BABY FAIR 2012

Your Natural Baby Fair was an incredible success last year and we would love for you to join us in making 2012 even bigger and better. If you are in the business of fertility, pregnancy, birth and baby care, this is the most targeted large-scale event of its kind in San Diego. We boasted attendance of more than 500 people in 2011, which was more than a 200% increase from the year prior.

Your Natural Baby Fair is happening March 10, 2012 from 10am-4pm in the McMillen Events Center in the NTC Promenade at Liberty Station, San Diego, California.

Here is what some of last year's sponsors had to say about their experience:

The Baby Fair was fantastic! You guys did an excellent job! The venue was wonderful and the attendees seemed to really love the event. We were so happy to be a part of it. Thank you!
Emily Mortimer - The Bump

Best local show ever for baby industry. You will be the largest natural baby show ever. You guys were amazing. Very professional! Thanks for all your follow through and persistence. Love you. Nanette Meneses – Happi Tummi

Your sponsorship dollars this year will go toward **MORE** advertising, a **MORE** sophisticated event program, **MORE** prominent and respected speakers, **MORE** perks for our sponsors and vendors, which means **MORE** exposure for you.

We have tailored our sponsorship packages to appeal to local, regional, and national/international businesses to help you raise brand awareness and increase exposure of your products and/or services among a growing, targeted audience of natural-minded parents and parents-to-be. Sponsorship is open to practitioners, manufacturers, or direct business owners who share our mission and passion for sharing ALL of the options available in raising healthy and vibrant families.

To see the lineup, sponsors, vendors and auction information from Your Natural Baby Fair 2011 visit www.yournaturalbabyfair.com



GOLD SPONSORSHIP

All Gold Sponsors will be/receive:

- Listed as Sponsor in Program and on Your Natural Baby Fair Website
- Social Media (Facebook/Twitter) posts to advertise sponsorship
- 1 Medium Program Ad (1/2 page)*
- 1 Projected Ad (PowerPoint Slide Advertisement) to be projected and rotated on a big screen in the main room of the fair.
- FREE Tele-seminar with Jolie Cash of Nature's Whisper "Maximizing Success at Your Natural Baby Fair 2012" to boost profitability at the fair. **
- Plus one of the following:

Local Sponsors who will attend the fair will receive:

- 1 Regular Single Booth (6 ft table, with table cloth and 2 chairs)
- 2 lunches
- Name Tags for up to 2 booth representatives

OR

Non-local Sponsors who will not be present at the fair will receive:

- 1 small banner ad package on the Your Natural Baby Fair site***

PRICE: \$500





DIAMOND SPONSORSHIP

All Diamond Sponsors will be/receive:

- Listed as Sponsor in Program and on Your Natural Baby Fair website
- Social Media (Facebook/Twitter) posts to advertise sponsorship
- 1 Large Program Ad (full page)*
- 1 Projected Ad (PowerPoint Slide Advertisement) to be projected and rotated on a big screen in the main room of the fair.
- FREE Tele-seminar with Jolie Cash of Nature's Whisper "Maximizing Success at Your Natural Baby Fair 2012" to boost profitability at the fair**
- Logo on Marketing Material
- Plus one of the following:

Local Sponsors who will attend the fair will receive:

- 1 Regular Double Booth (2-6 ft tables, with table cloth and 2 chairs) No guarantee of corner.
- 2 lunches
- Name Tags for up to 2 booth representatives

OR

Non-local Sponsors who will not be present at the fair will receive:

- 1 mid-level banner ad package on the Your Natural Baby Fair site***



PRICE: \$1000



PLATINUM SPONSORSHIP

All Platinum Sponsors will be/receive:

- Listed as Sponsor in Program and on Your Natural Baby Fair website
- Social Media (Facebook/Twitter) posts to advertise sponsorship
- 2 Large Program Ads (full page, not center spread)*
- 2 Projected Ads (PowerPoint Slide Advertisement) to be projected and rotated on a big screen in the main room of the fair.
- FREE Tele-seminar with Jolie Cash of Nature's Whisper "Maximizing Success at Your Natural Baby Fair 2012" to boost profitability at the fair**
- Logo on Marketing Material
- 1 item in the goodie bag
- Plus one of the following:



Local Sponsors who will attend the fair will receive:

- 1 Regular Double Corner Booth (2-6 ft tables on a corner, with table cloth and 2 chairs)
- 3 lunches
- Name Tags for up to 3 booth representatives

OR

Non-local Sponsors who will not be present at the fair will receive:

- 1 large banner ad package on the Your Natural Baby Fair site***

PRICE: \$1500



DOUBLE PLATINUM SPONSORSHIP

All Double Platinum Sponsors will be/receive:

- Listed as Sponsor in Program and on Your Natural Baby Fair website
- Social Media (Facebook/Twitter) posts to advertise sponsorship
- 2 Large Program Ads (full page, possible center spread)*
- 3 Projected Ads (PowerPoint Slide Advertisement) to be projected and rotated on a big screen in the main room of the fair.
- FREE Tele-seminar with Jolie Cash of Nature's Whisper "Maximizing Success at Your Natural Baby Fair 2012" to boost profitability at the fair**
- Logo on Marketing Material
- 2 items in the goodie bag
- Be the official sponsor of a class, workshop or speaker.
- Plus one of the following:

Local Sponsors who will attend the fair will receive:

- 1 Regular Double Corner Booth (2-6 ft tables on a corner, with table cloth and 2 chairs)
- 4 lunches
- Name Tags for up to 4 booth representatives

OR

Non-local Sponsors who will not be present at the fair will receive:

- 1 premium banner ad package on the Your Natural Baby Fair site***

PRICE: \$5000

* Program Ad specs will be determined at a later date. More information to follow

**"Maximizing Your Success at Your Natural Baby Fair 2012" will be held Monday 2/13/12 9am OR Wednesday 2/15/12 at 6pm. RSVP required. Minimum of 4 attendees required for class to be held

*** Banner Ad Package specs will be released in Fall 2012



ADDITIONAL OPPORTUNITIES FOR MARKETING

Receive more exposure for your product or service while showing your support of a worthy cause. Our online auction and local opportunity drawing for the fair in 2012 will be benefiting BirthTrust (formerly FAM- Foundation for the Advancement of Midwifery).

Online Auction

Our online auction is held in last 10 days to 2 weeks prior to the actual baby fair to give exposure to product and service donors who are affiliated with the fair. We focus on national exposure and items of value to anyone living in the U.S. Products or online and nationally based support services geared toward fertility, pregnancy, birth and baby care are ideal for this exposure.

Day of Auction

Our auction will extend into the day of Your Natural Baby Fair in San Diego, California. Natural Baby Pro's local resource, the Natural Baby Project San Diego, is designed to bring education and support to the local community of San Diego. We focus the day of auction on local support and services as well as products and nationally based services.

Whether you are national or local, your products and services will be shared with thousands of prospective leads. Exposure occurs through our website, the online auction platform, social media and direct email communication.

Donation Deadline: February 1, 2012. Contact us today to make your donation: amy@naturalbabypros.com

The sponsorship opportunities listed above are specific to Your Natural Baby Fair, hosted by Natural Baby Pros and Nature's Whisper. For additional marketing, promotional, and sponsorship opportunities to reach current and prospective members of the Natural Baby Pros website and the Natural Baby Project, San Diego, contact jen@naturalbabypros.com.



JOIN US TODAY!

To get more information about **YOUR** options for participating in this exciting event, please contact Amy Saloner: amy@naturalbabypros.com

We look forward to collaborating with you to bring **MORE** awareness, **MORE** education, and **MORE** excitement to the possibilities in natural and holistic options for conception, birth and baby care.

Thank you,
Your Natural Baby Fair Team

