



SPONSORSHIP PACKET

Reach a strong and growing community of men that is shaping the future of fatherhood

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THE
HUFFINGTON
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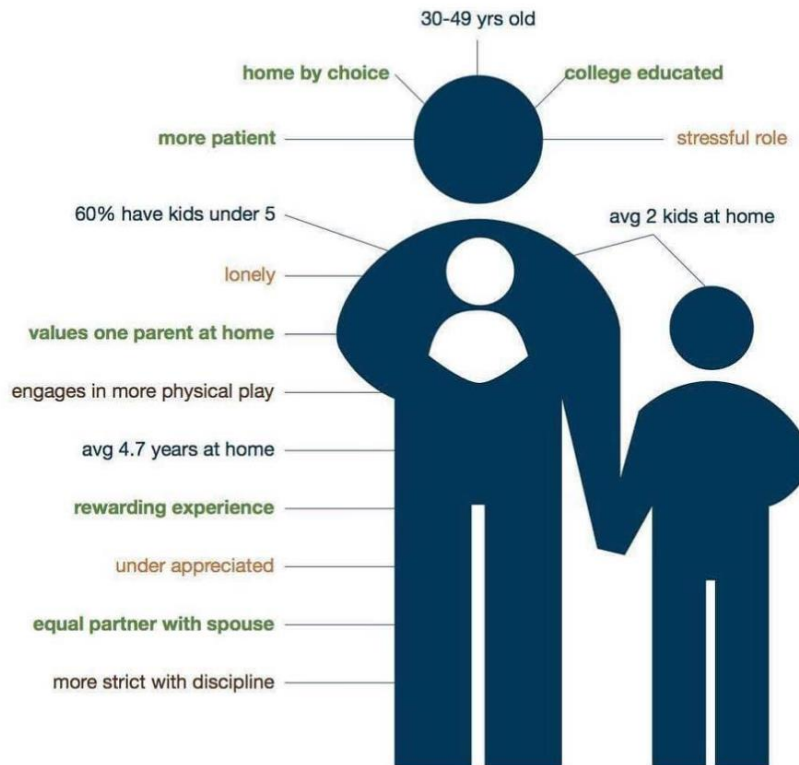
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HOMEDAD CON

The National At-Home Dad Network started in 1995 with the purpose to empower fathers and champion a culture that recognizes them as capable and competent parents. Our Mission is to provide support, education, and advocacy for families where the fathers are primary caregivers for their children.

The National At-Home Dad Network is 100% volunteer-run with an elected Board of Directors. As a 501(c)(3) non-profit organization, the funding sought through sponsorships of HomeDadCon is used to expand our message of support, education and advocacy.

What is a stay-at-home dad?



Source: Online survey from National At-Home Dad Network and Chapman University through unrestricted grant by Farm Rich



HOMEDAD CON MINNEAPOLIS 2019

Businesses searching for exposure to a growing trend in fatherhood are invited to become a sponsor of The National At-Home Dad Network and HomeDadCon 2019!

We empower confidence in dads through our Convention, website, social media, and advocacy initiatives. By partnering with NAHDN, you can build a connection to a vibrant network of dads.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget.

SPONSOR TESTIMONIALS

“A powerful, experienced group of stay-at-home dads, organizing and training the next generation of fathers, gives us hope for the future.”

Lisa Duggan, the Modern Village

“I had the opportunity to meet, break bread, and trade father stories with some truly amazing gentlemen. Since then, these gentlemen have become some of DinnerCall’s biggest champions. We wouldn’t be where we are today without them, and we’re already looking forward to being a sponsor again next year!”

Gerry Hays, CEO of DinnerCall

“Kidde values the opportunity to connect with engaged Dads. HomeDadCon brings together a great group of passionate individuals from across the nation, and Kidde is thrilled to be a part of the community helping to support them.”

Jen Busfield, Kidde Fire Safety

SPONSORSHIP BENEFITS & DETAILS

Dads are an important part of the conversation when it comes to choices centered around what is best for their families. Being a sponsor of The National At-Home Dad Network and HomeDadCon 2019 will put your company's brand front and center in that conversation. Activity Sponsors and above will gain access to our 3,000 newsletter subscribers throughout the year with sponsored content. Take this opportunity to support these men who are helping to redefine fatherhood in the 21st century.

We provide value to sponsors by:

- Providing opportunities for you to market your products and services to our niche network of dads
- Providing you with the opportunity to support influencers in the fatherhood community
- Connecting your brand to a vibrant social media community of dads, both at the Convention and via our website, newsletter, and social media outlets

	Title Sponsor	Presenting Sponsor	Activity Sponsor	Supporting Sponsor	Convention Sponsor
Value	Custom	\$10,000	\$5,000	\$1,000	\$500
Sponsorships Available	1	3	Unlimited	Unlimited	Unlimited
Year Long Benefits:					
Inclusion in quarterly content emails to all 3,000+ NAHDN Members	4	2	1		
HomeDadCon 2019 Benefits:					
Recognition as Title Sponsor (HomeDadCon 2019 presented by [your company]) in all communications, advertising, and materials	✓				
Category exclusivity	✓				
First right of review for HomeDadCon 2020 Sponsorship	✓				
Named sponsor for speakers, meals, activities of your choice	2				
Sponsor of Keynote speaker, Panel discussion, activity or excursion		2	1		
Tickets to event	4	4	2	1	
Option to host one full-registrant 30 minute breakout session per day	✓				
Name and logo placement:					
Convention t-shirts (full front panel)	Logo				
Convention t-shirts (back mention)	Logo	Logo	Logo	Logo	
Convention swag bag (full front panel)	Logo				
Convention swag bag (back mention)	Logo	Logo	Logo	Logo	
Full-color ad in event program	Double page	Full page	Half page	Qtr page	Logo
Signage at event	Logo				
Logo on Sponsor page of event website	✓	✓	✓	✓	✓

	Title Sponsor	Presenting Sponsor	Activity Sponsor	Supporting Sponsor	Convention Sponsor
Ability to place product in attendees' swag bags	Item count: TBD	Item count: 4	Item count: 2	Item count: 1	
Logo in NAHDN Newsletter	✓	✓	✓		
Promotion:					
Social Media postings/hashtag promotion	2x prior to Event	Optional	Optional		
Media promotion and press releases	✓				
Feature article on our blog	✓	Optional	Optional		
On-site Inclusion:					
Opportunity to have representation at the Convention	Large booth	Booth	Booth	Booth	

Other Sponsorship Opportunities

* **In-Kind Opportunities:** Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please let us know. In-kind items appreciated are: travel vouchers, factory-sealed snacks & drinks, educational materials, promotional assistance and printing services.

* **Other Ideas:** Are you interested in providing support to HomeDadCon with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner with the National At-Home Dad Network? Sponsorship proposals can be customized to meet your business needs by reaching out to us at sponsor@athomedad.org

MEDIA REACH

HomeDadCon provides exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities we strive to provide our sponsors.

- Website – www.athomedad.org
 - 4,898 Page views
 - 3,233 Visits
 - 84% New Visitor
 - 16% Returning Visitor
 - Average session duration 1:15s
 - Referrals from sites such as Pinterest, Reddit, Facebook, Google
- Social Media –
 - Facebook: 13,000+ followers
 - Facebook Closed Group: 2,300 members
 - Twitter: @HomeDadNet: 10,000+ followers
- E-Newsletters
 - Over 3,000 subscribers
- Online Advertising
 - Facebook targeted advertising
 - Social media influencers TBA
- Radio/TV Advertising
 - TBA
- Print
 - Event program
 - T-shirts and swag bags

Note: The data in this section reflects January-February 2019 usage:



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level.
Completed forms can be returned to sponsor@athomedad.org.
Please don't hesitate to contact us with any questions.

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

____ \$10,000 Presenting Sponsor

____ \$5,000 Activity Sponsor

____ \$1,000 Supporting Sponsor

____ \$500 Convention Sponsor

THANK YOU FOR SUPPORTING DADS, KIDS and FAMILIES!

Once we receive your completed sponsorship form, NAHDN staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.ai or .eps preferred) to: sponsor@athomedad.org

All materials will be sent for your approval before going to print.

\$

Total Sponsorship Commitment

Authorized Sponsor Signature

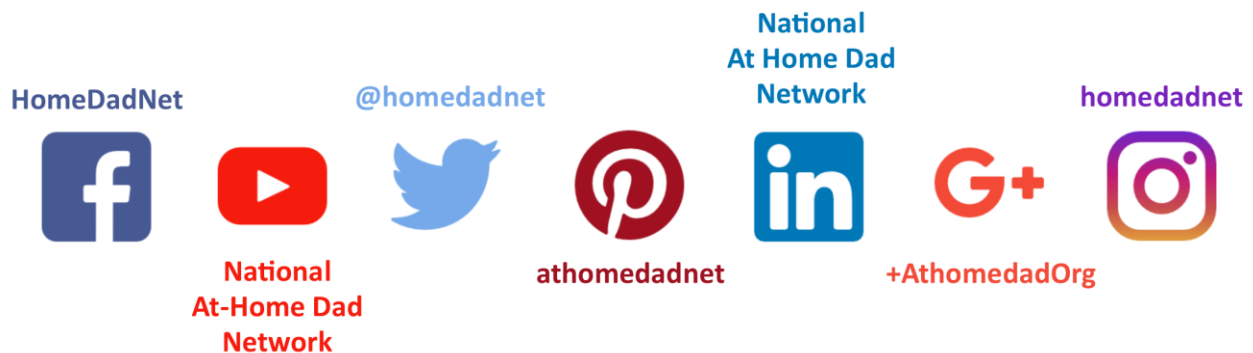
Date

THANK YOU

The National At-Home Dad Network is committed to provide support, education, and advocacy for families where the fathers are the primary caregivers for their children. We thank you for your support of our Mission.



Find us on Social Media



www.athomedad.org

sponsor@athomedad.org