

North Central Parenting Group (NCPG)

*Sponsorship and Advertising
Packages 2022-2023*



Thank you for considering a partnership with North Central Parenting Group (NCPG) for the 2022-2023 year.

As a non-profit organization, we look to the surrounding community to help support our educational programs, operational costs, ongoing curriculum development, tuition assistance and scholarships, and family-centered events and classes.

Not only will your support help us reach our goals, but the participation of your company as a sponsor or advertiser is sure to generate significant exposure to the NCPG members — over 300 Arcadia, Biltmore, Scottsdale, Paradise Valley and Phoenix-area moms of pre-infants to eighth graders.

Members of the North Central Parenting Group (NCPG) are:

- Your target audience. With over 300 families, we are the perfect market for your company!
- Dedicated mothers who are constantly seeking out the best products, services and activities for ourselves and our children.
- Educated and motivated individuals that are loyal to the brands and vendors we trust.
- Especially supportive of those businesses that support NCPG.

NCPG offers three sponsorship packages which all include advertising in our *Parent Times* magazine. We also offer a la carte advertising. The magazine is published on a bi-monthly basis from September to May. One month, a print copy is distributed before class and the next month it is sent via email to our members.

Sponsorship contributions are tax deductible (Tax ID #74-2416052). Please visit ncpgaz.org to view our class schedules and to learn more about our organization.

A NCPG member/educator who would like to be a sponsor has the opportunity to purchase one of our current sponsorship packages at a 20% discount.

Please contact the Sponsorship Co-Directors at sponsorship@ncpgaz.org with any questions regarding the information enclosed.

Thank you!

Mary Patterson, Brooke Dahn, Naomi Bentley
NCPG Sponsorship Co-Directors

Sponsorship Packages 2022-2023

| | BRONZE \$ 5 0 0 | GOLD \$ 1 , 5 0 0 | PLATINUM \$ 2 , 5 0 0 |
|--|--------------------|----------------------|--------------------------|
| 1/2 page ads in <i>Parent Times</i> magazine | ✗ | ✗ | ✓ |
| 1/4 page ads in <i>Parent Times</i> magazine | ✓ | ✓ | ✗ |
| 1 featured article in <i>Parent Times</i> magazine | ✗ | ✓ | ✓ |
| 2 social media posts | ✗ | ✓ | ✓ |
| Table at pre-class gatherings/breakfast | ✓ 1 table | ✓ 2 tables | ✓ 2 tables |
| Classroom visit on 1 class date | ✗ | ✗ | ✓ |
| Table at Fall & Spring family events | ✗ | ✓ 1 event | ✓ 2 events |
| Logo on website & email newsletters | ✓ | ✓ | ✓ |

ALL SPONSOR PACKAGES WILL RECEIVE THE FOLLOWING

- Logo Featured in each *Parent Times* magazine, bi-monthly email newsletters, and on ncpgaz.org with a link to your homepage
- Opportunity to participate in our 'welcome back' member swag bags. Examples: sunscreen with business logo, pool safety whistle, custom coupons, etc.
- Sponsor highlight reels on our NCPG member only Instagram page

AD-ONS: These items can be purchased in addition to any other sponsor package. Current sponsors are only able to purchase these add-ons a la carte:

- Sponsor Table at 1 Family Event: \$100
- Sponsor Spotlight in 1 *Parent Times* Magazine: \$100
- 1 Classroom Visit: \$1,000

Package Descriptions

ADS: 1/2 page and 1/4 page ads are provided with priority placement based on level of sponsorship in each NCPG *Parent Times* magazine which is published four times from September through May.

FEATURED ARTICLE: Opportunity to write a featured article for one issue of NCPG *Parent Times* magazine (600-word limit plus up to three photos). If an article is not something that fits your business, we would also love to feature a craft, recipe or list regarding an appropriate topic from your business.

SPONSOR SPOTLIGHT: Opportunity to be featured in the “Sponsor Spotlight” in one issue of bi-monthly email newsletter.

SOCIAL MEDIA POSTS: Posts on private NCPG Member only Facebook and Instagram pages.

SPONSOR TABLE AT FAMILY EVENTS: This is an opportunity to share your organization/business/service with multiple members of our NCPG families as they often attend these events with their spouses and extended family.

SPONSOR TABLE AT PRE-CLASS GATHERING/BREAKFAST: Promote your company by meeting our members, passing out information and/or hosting a giveaway/raffle at your featured sponsor table.

CLASS VISITS: This is an opportunity to visit all our classrooms on 1 class day and engage with our members in the more intimate environment of their classrooms.

CLASS SUBSTITUTE: An opportunity to educate one of our classes on your specialty. Our substitutes have the option to be paid for their time or can exchange their time for additional advertising items. Please let us know if this is of interest to you and your business.

A La Carte Advertising Opportunities

| | Frequency | Cost |
|--|------------|-------|
| Social media post on private NCPG Facebook & Instagram pages | 1 post | \$100 |
| | 5 posts | \$400 |
| Full Page <i>Parent Times</i> Magazine Ad | 1 issue | \$400 |
| | 2-4 issues | \$350 |
| | 5-8 issues | \$300 |
| 1/2 Page <i>Parent Times</i> Magazine Horizontal Ad (7.5"x4.5" non bleed) | 1 issue | \$250 |
| | 2-4 issues | \$220 |
| | 5-8 issues | \$190 |
| 1/4 Page <i>Parent Times</i> Magazine Vertical Ad (3.625"x4.5" non bleed) | 1 issue | \$150 |
| | 2-4 issues | \$125 |
| | 5-8 issues | \$100 |
| Ask the Expert Column (600 word limit with up to 3 photos) | 1 issue | \$300 |

AD SPECIFICATIONS & SUBMITTAL

4-color, CMYK, 300 dpi minimum, Hi-resolution PDF or JPEG. For full page ads, please add 1/8" bleed and provide with crop marks and bleed included.

FULL PAGE AD

Trim: 8.5" x 11" 2-4

Bleed: 8.75 x 11.25" (1/8" bleed)

Floating: 7.5" x 10"

1/2 PAGE HORIZONTAL

7.5" x 4.5" (non-bleed)

1/4 PAGE VERTICAL

3.625" x 4.5" (non-bleed)

Additional Design/Formatting Fees: If you are unable to provide an ad per the above specifications, we can help adapt an existing ad for you. Depending on the artwork provided, we charge a nominal fee as follows:

- Full Page: \$100+
- Half Page: \$75
- Quarter Page: \$50
- Complete ad design is also available.

Please contact sponsorship@ncpgaz.org with advertising-specific questions.