

Sponsorship and Advertising Packages 2020-2021



Thank you for considering a partnership with North Central Parenting Group (NCPG) for the 2020-2021 year.

As a not-for-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 levels which all include advertising in our *Parent Times* magazine. We also offer a la carte advertising. The magazine is published on a monthly basis from September to May.

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

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

Thank you!

Christy Radovcic, Ashley Wisdom, Grace Gaabucayan and Colleen Luckey
NCPG Sponsorship Co-Directors



Sponsorship Levels 2020-2021

| | PLATINUM \$2,500 | GOLD \$1,500 | BRONZE \$500 | ADD-ONS (Sponsors only) |
|--|---------------------|-----------------|-----------------|----------------------------|
| 1/2 PAGE AD in all 8 issues of <i>Parent Times</i> magazine | ● | | | |
| 1/4 PAGE AD in <i>Parent Times</i> magazine | | ● (8 issues) | ● (3 issues) | |
| FEATURED ARTICLE in 1 issue of <i>Parent Times</i> magazine | ● | ● | | \$250 |
| 2 POSTS on private NCPG Member Social Media Pages | ● | ● | | \$200 |
| SPONSOR TABLE at NCPG Family Event(s) | ● (2 Events) | ● (1 Event) | | \$100 |
| 1 CLASSROOM VISIT on 1 class date | ● | | | \$1,000 |
| SPONSOR SPOTLIGHT in 1 bi-monthly Email Newsletter | | | | \$100 |

ALL SPONSOR PACKAGES WILL RECEIVE THE FOLLOWING:

- Logo Featured in each *Parent Times* magazine, bi-monthly Email Newsletters, and on NCPGAZ.org with link to your homepage
- Sponsor Table at 2 pre-class Breakfasts



Package Descriptions

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

MEMBER/EDUCATOR SPONSOR: 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.

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 eight times from September through May.

MAGAZINE 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 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 & extended family.

SPONSOR TABLE AT PRE-CLASS 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.

ADDITIONAL SPONSOR OPPORTUNITIES

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.

WELCOME BACK MEMBER BAGS: We are always looking for items to include in our “Welcome Back” bags to our members.

If you would like to provide any items to be included, please let us know. Examples: sunscreen with business logo, pool safety whistle, custom coupons, etc.



A La Carte Advertising Opportunities

| SOCIAL MEDIA ADVERTISER | FREQUENCY | COST |
|--------------------------------|------------------|-------------|
| SOCIAL MEDIA POSTS | | |
| on Private NCPG Member | 1 | \$100 |
| Facebook and Instagram Pages | 5 | \$400 |

| MAGAZINE ADVERTISER | FREQUENCY | COST PER ISSUE |
|--|------------------|-----------------------|
| FULL PAGE AD | | |
| Trim: 8.5" x 11" | 1 Issue | \$400 |
| Bleed: 8.75 x 11.25" (1/8" bleed) | 2-4 Issues | \$350 |
| Floating: 7.5" x 10" | 5-8 Issues | \$300 |
| 1/2 PAGE HORIZONTAL | | |
| 7.5" x 4.5" (non-bleed) | 1 Issue | \$250 |
| | 2-4 Issues | \$220 |
| | 5-8 Issues | \$190 |
| 1/4 PAGE VERTICAL | | |
| 3.625" x 4.5" (non-bleed) | 1 Issue | \$150 |
| | 2-4 Issues | \$125 |
| | 5-8 Issues | \$100 |
| ASK THE EXPERT COLUMN | | |
| (600 word limit with up to three 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.

Email files to sponsorship@ncpgaz.org with the following information:

- Business Name
- Contact Name, Phone, and Email
- Ad Size
- No. of Issues
- Preferred Month(s)
- Total Amount of Payment

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.

