

JUNE 12-14 2022

LOCATION: WHISPERING SPRINGS







PARTNER OPPORTUNITIES

about

Welcome to CAMP MOM HALO: UNPLUG & RECHARGE! A retreatstyle summer camp experience, created for moms, that will deliver exactly what they need: escape & connection.

It's an in-person, exclusive experience for 65 overnight guests and 50 day-trippers.

The goal is to give well-deserving moms a chance to connect with each other, have inspirational moments, get plenty of relaxation and, most importantly, have lots of fun! Produced by Alana Kayfetz and the Mom Halo team (creators of momfest.ca) we know we can offer your brand valuable exposure.

demo

- Self-identified birthing women between the ages of 25-45.
- 47% of household income is over \$250,000.
- 60% have one child under 2 and 40% > one child
- 80% live in the Greater Toronto Area.

statistics









23, 000+

6. 547

2, 256

1, 284



HI!



My name is Alana Kayfetz, mom of three kids under five years old and the founder & content creator behind Mom Halo, serving up daily grinds of no bullsh*t parenthood. I started this in my living room in 2017, and now we host thousands of moms online and in-person each year! Our mission is simple: We create great days, every day for moms.

After having my first child in 2016, I felt like I did not have a community that I related to. I started hosting live events in my house and fast-forward to today, we have a dynamic community of Canadian moms that interact with our content daily online. We cover all relevant moments, trials and tribulations, fun and hard times, through our website, newsletter, blog, social media, and podcast.

Our core demographic is millennial moms, primarily first-time moms who are exploring their new sense of self, in the cross-section of who they were before parenthood and who they are now.

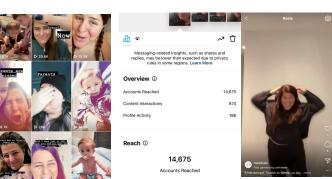
I offer our fans and followers the permission slip to pick themselves up in their parenting journey. We produce a very popular event, MOMFEST, and are also on a mission to raise \$1 million for SickKids Hospital.

Camp Mom Halo is our newest venture and we would love to have YOUR

BRAND there!

Χo,

Alana



Location

Glamping: VIP & Exclusive

Whispering Springs

1.5 hours from Toronto

Capacity: 65 people live in 23 Tents

Stunning woods & water views
Outside Instagramable
moments





Luxury vibes

Two on-site hot tubs

Dining hall

Live music on site

Local earth-to-table menu

Bar and Dance floor

14 bonfire pits/non-motorized

boats

200 archers/ Pond

Exclusive use/ private buyout

Every-Lasting Friendships

Deep connections between women

Curated educational moments

Massage therapy

DJ party

Bonfire with music and s'mores

*Nursing mothers with babies

under one are welcome

Large indoor and outdoor spaces



Title Sponsor: \$15,000

- Naming Rights

- A customized experience, fully branded and outfitted with Your BRAND branding, CTA, and directives.
- Private cabin for 10 at the event
 - IG/TikTok Reels (avg 20K)
- Stories + Swipe+Link 5K+ viewsHost IG Live / IGTV
 - The newsletter features 6K+
 - Website banner ad
 - Podcast ad weekly
 - *Ambassadorships and spokespersonship (One Opportunity)

Halo Partner: \$6,000

- One-day sponsorship w/ branded moments
 - Verbal thank you and remarks
 - A dedicated tent for 4 guests
 - 15-30 second Instagram Reel
 - Tik Tok
 - Static IG post
 - 8 Instagram stories with link
 - Instagram link in bio
 - -One newsletter Inclusion

-One blog post

(3 opportunities)



Camp Element Sponsor : \$3,000

Naming a meal or activity
A dedicated tent for **2 guests**3-5 Instagram stories + link in stories +
link in bio

15-30 second Instagram Reel, Tik Tok, or
Static Image Post
2 newsletter inclusions

3-episode podcast mid+roll ad + show
notes (12 Opportunities)

A la carte:

Sponsor an influencer: \$1800

Name a tent: \$1500

Evening party sponsor:\$1400

Breakfast basket: \$1200

Bonfire sponsor: \$800

Product placement on site: \$500

Flyer (paper) insert: \$200

Many more opportunities <u>here</u>





BECOME A SPONSOR NOW CLICK HERE

