

Sponsor Opportunities



the **NotMom**®  
By Choice or By Chance.

# Childless/Childfree

We live in a Mom-centered environment, but we are not Moms, by choice or by chance.

In 2016, the US fertility rate fell to its lowest point since since the government began keeping track more than a century ago.

**One of every six American women** is childfree or childless, and nations around the world report comparably historic numbers, yet many of us feel isolated, accommodated, or overlooked.

It is estimated that more than 22 million American women will never have a child.





# Purchasing Power: \$1 Trillion

- Age Range: **30-55 years**
- Income Range: **\$50,000-\$250,000/yr**
- U.S. **Diversity**: 17% White women, 15% of African American women, 13% of Asian American women; 10% of Hispanic women
- 75% are **college-educated**
- They **travel with their partner** twice as often as parents.
- Digitally savvy, they are **discerning shoppers** with the ability to judge well.

Sources: US Census, Bureau, Centers for Disease Control, DeVries Global



# A Growing, Global Market

- With **freer schedules and budgets** than Moms, they enjoy trying new products, stores, restaurants and spas,

On average, U.S. NotMoms buy nearly **twice as many beauty items** as Moms.

- Not Moms **feel ignored by advertisers** and get excited when ads acknowledge aunts and women who are not mothers.
- NotMoms generally **travel more often** and farther from home than Moms, spending more money doing it.
- 80% say **children matter** in their lives, and they buy them toys, clothing, tech and more.

**Karen Malone Wright** held on to the dream of motherhood through two marriages and a successful career as a communications strategist in health care, philanthropy, print, and broadcast media. Her first marriage led to divorce and no children, but she met Andrew, her current husband, soon after.

At 41, Karen was diagnosed with Type 2 diabetes. Her doctor told her she could continue to try for a child, but at a much greater risk. Karen made the painful decision to forego efforts to have a child.

**“When I learned I couldn’t have children, I went into a deep depression. It was like the slamming of a door.”**



**In 2012, Karen launched [TheNotMom.com](http://TheNotMom.com) to be the welcoming resource she could not find.**

Websites for childfree-by-choice and pre-adoptive adults did not fit her, and infertility websites often felt too melancholy, or designed for women still trying to conceive. *The NotMom* brand embraces every woman without children, including their diverse life stories about “how” and “why”.

The NotMom Summit is the first conference of its kind, a pioneering forum that connects, informs and encourages both childless and childfree women from across America and around the world.

# the Not Mom<sup>®</sup>



The NotMom is an online community and live event organization for and about women without children by choice or by chance. We engage and influence a growing audience of nearly 30,000 women through our blog, events and social networks focused on the unique dimensions of life without children in a Mom-centered world.

As Seen In

**The New York Times**

**National Journal**



**INDEPENDENT**

Brands We've Worked With



**Answers.com**





"Women I met [at the NotMom Summit] came from all over the world and approached the issue from many different perspectives. But what united them was a commitment to being true to themselves, a genuine concern for humanity and the environment, and respect for their friends and family members who are parents."

--Meghan Daum, 2015 Guggenheim fellow, author & editor, *Selfish, Shallow & Self-Absorbed: Sixteen Writers on the Choice Not to Have Children*

"We are always looking for ways to reach our target market of childless women with pets, and the NotMom Summit offers a unique audience we hadn't been able to reach in such a specific way."

--Laura Bennett, CEO, Embrace Pet Insurance"



"I follow and enjoy this blog because it is one of the few places that really does try to build bridges between the childless and childfree and not treat us as necessarily "opposing" groups." - Sophie

## Advisory Board



**Amy Blackstone, Ph.D.**  
*Professor, University of Maine*



**Laura Carroll, M.S.**  
*Author & Childfree Advocate*



**David Farmer**  
*CEO, MODSocket*



**Pamela M. Tsigdinos**  
*Author & Reproductive Health Expert*

# Year-Long Multi-Benefit Packages

## Presenting Sponsor

**\$100,000**  
per year

Benefits of Innovator Sponsor PLUS:

Naming rights as official presenting sponsor of The NotMom Summit and related events • Satellite tours • Dedicated press releases promoting your brand • Access to database • Dedicated follow-up campaign post-events • Live event presentation of Making a Difference Award with photo opportunities and media

## Innovator

**\$50,000**  
per year

Benefits of Trailblazer Sponsor PLUS:

Inclusion in marketing campaigns (social media, email, video, mobile, blog)  
• Stationary logo placement on blog • NotMom founder Karen Malone Wright as brand spokesperson • Live event presentation of appreciation plaque•

## Trailblazer

**\$25,000**  
per year

Benefits of Maverick Sponsor PLUS:

Custom surveys • Online promotional contests • Inclusion in media releases • Custom couponing and sampling campaigns • Featured blog posts • Appreciation plaque

## Maverick

**\$10,000**  
per year

Exhibitor opportunity, signage & company representatives at events • Custom social media campaigns & mentions • Logo inclusion in event signage • Email blasts to proprietary database of persons & organizations • Event bag inserts & program ad • Appreciation certificate

# Day-of-Event NotMom Summit 2017

Fri/Sat October 6-7, 2017 Cleveland OH

Reply by 9.15.17

## Advertiser (color program ads)

Full Page (7.5 x 10")

\$400

Half Page (7.5 x 10")

\$200

Quarter Page (3.75 x 5")

\$100

## Exhibitor

**\$500**

6'x30" Banquet table (skirted) • Brand identity on event website, mobile, social networks, e-newsletters and event program • Promotional inserts (3 max) in attendee bags • Event registration for one • Half-page program ad

## Marketer

**\$200**

Promotional inserts in attendees' bags (3 max) • Inclusion in social media, email, video & blog marketing campaigns • Quarter-page program ad

## Media, Production or Tech Partner

**Negotiable**

Brand identity on event website, mobile, social networks, e-newsletters and event program • Half page program ad

## Book Reviews & Other Promotions

To promote books, films, academic research and other projects related to women without children, email [Karen@TheNotMom.com](mailto:Karen@TheNotMom.com) for options for interviews, articles, and dedicated social media posts.

# Sponsor Benefits



## BRANDING

Connect online and offline with the \$1 trillion market that's just waiting for brands to recognize them as consumers.

## ENGAGEMENT

Access hard-to-reach childless and childfree women and their influencers through email, blogs and social media.

## VISIBILITY

Penetrate their networks with creative multimedia campaigns on video, audio, print, and digital platforms.

the**NotMom**®

CONTACT

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