

# Wee-cycle Mart™

Keeping Down the Cost of Growing Up!

## SPONSOR APPLICATION SPRING/SUMMER 2012

*Thank you for your interest in marketing your business to our 1000's of moms and grand-moms!*

We are excited about how fast we have grown and the success we have heard from of our vendors and sponsors! We know that our event is not for every business; however, we are also trying to improve our event each and every time and look forward to you joining us!

We are about to have our 31<sup>nd</sup> - 34<sup>th</sup> events this Spring! We have a proven track record of between 1000-1500 in attendance at each location and over 11,000 OPTED IN moms on our mailing list.

### Advertising planned for Spring 2012 sales

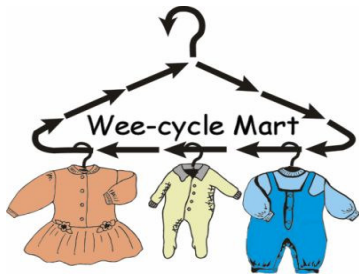
Google Ads Cecil Whig, Maryland Family, Baltimore Child, Chesapeake Family Mag., Harford Parenting, Harford Kids, Carroll Families, Carroll County Times, Pennysaver, Towson Times, , email blasts to over 11,000 moms, flyer distribution, road signs & more!

We understand the state of the economy and will not be raising prices this season and actually have made some changes to get you more bang for your buck with us!

**Each opportunity is priced PER LOCATION except Corporate Sponsorship.**

### Sponsorship Opportunities Explained:

1. **1 Brochure/Promotional Item** inserted in 500 Attendee Goodie Bags – you provide us with one item preferable a promotional item, sample, mini-catalog, brochure or discount coupon. Cost is for EACH 500 you want to include in bag. For example if you want to do a pen and magnet that would be 2 items. **\$30 per item.**
2. **Logo or Button** that links to your website in all Wee-cycle Mart E-Newsletters that goes out to over 11,000 moms in the Maryland area. 14 issues available. Will be located on left side of Newsletter under Visit our Sponsors. Link is trackable for readership click-through rate. Please send jpg/gif to [blaney@abcwebsbyblaney.com](mailto:blaney@abcwebsbyblaney.com) **\$30 per e-newsletter or 2 consecutive e-newsletters \$50 or 7 consecutive e-newsletters \$140 or all 14 e-newsletters \$250. Example see exhibit A**
3. **NEW: Business Spotlight Coupon** – this can be a coupon or larger ad or even an invitation to an event located at the bottom of each E-Newsletter. You can include a expiration date and link to your offer, website or email. One photo or logo will be included. Please send copy and jpg to [blaney@abcwebsbyblaney.com](mailto:blaney@abcwebsbyblaney.com) Limit 2 sponsors per E-Newsletter. **\$55 per e-newsletter. Example see exhibit B**
4. **6 Month 200 x 200 Button on Wee-cycle Mart Blog** [www.weecyclemartblog.com](http://www.weecyclemartblog.com) You can provide button or ABC Webs by Blaney can create one for you (you will get a copy for future use) add-on \$25 for static button jpg creation, \$50 for Flash Button gif creation. You can send jpg/gif to [blaney@abcwebsbyblaney.com](mailto:blaney@abcwebsbyblaney.com) or contact for button creation. **\$50 runs 6 months. Can start anytime.**
5. **3.5" x 2" Business Card size ad on back of Floorplans and Receipts** distributed at show. Limited to first 12. You must provide in jpg form ad to [blaney@abcwebsbyblaney.com](mailto:blaney@abcwebsbyblaney.com) **\$20 Example see exhibit C**



**Wee-cycle Mart & MomsFest Sponsor Application**

**Harford/Cecil County March 16-18th**

[www.momsfest.com](http://www.momsfest.com)

For questions call: Blaney Spinelli 410-428-6199

6. **Logo/Button on MomsFest Sale Specific Page:** Logo or Button on the MomsFest page of your choice (each sale location has its own MomsFest page with vendors and sponsors for that sale/area) with link to your website. You can choose one or all it's up to you! Stays up to 6 months. **\$50 per sale MomsFest page Example see exhibit A**

7. **NEW - CORPORATE SPONSORSHIP:** Per season (Spring/Summer season runs approx. January to June and Fall/Winter season runs July to December)

Includes sponsorship at all 4 sales: Baltimore County, Harford/Cecil County, Carroll County, Anne Arundel County)

**Why Be a Corporate Sponsor? Maximum Exposure!**

- Your Logo on all our flyers and postcards to schools, churches, business, online \$300 value
  - Table space at each location – you do not have to man your table \$600 value
  - Logo/Button in 7 E-Newsletters – link to your website \$140 value
  - 6 Month Button on Wee-cycle Mart Blog \$ 50 value
  - 6 Month Button on all 4 MomsFest Pages \$ 40 value
  - Brochure/Promotional Item inserted in 500 Goode Bags at all 4 sales \$120value
  - One Coupon or Event invitation in E-Newsletter – your choice of Month \$ 55 value
- Total VALUE: \$1305 VALUE**

**Cost PER SEASON is just \$950 ( a \$355 savings)**

or

**you can do next TWO seasons for \$1800. (a \$810 savings)**

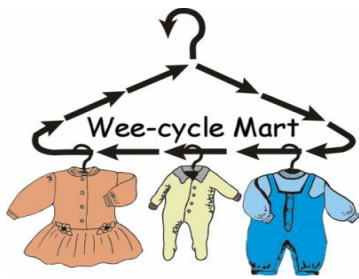
**and get Corporate Sponsorship at our ALL SEASON sale in July for just \$200! (a \$1005 savings)**

**That's 9 events for just \$222 an event! Wow! Corporate Sponsorships makes sense to get your brand out there!**

**We serve the right to limit the number of Corporate Sponsors.**

**Corporate sponsors can upgrade table to booth space for \$50 per location.**

**No additional discounts allowed on Corporate Sponsorships including referrals fees. If you earn referral fees you can save them for future sales when you are no longer a corporate sponsor.**



# Wee-cycle Mart & MomsFest Sponsor Application

## Harford/Cecil County March 16-18th

[www.momsfest.com](http://www.momsfest.com)

For questions call: Blaney Spinelli 410-428-6199

### Exhibit A: Logo or Button Links to YOUR Website or Email



### Exhibit B: Business Spotlight Coupon



**NEW YEARS CLEARANCE SALE** on 24 different step-by-step crafting tutorials! Sample pages available for download! Check it out and you'll see how easy it is to be creative. Includes pictures for EVERY step! Cutting dimensions, supply list and even alternate samples!

Regularly \$15 a piece, now just \$5.25 when you order 2 or more by January 15, 2011!

Just [follow this link](#) and be sure to enter the code **7676HC06**.



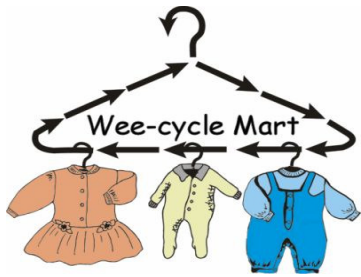
This is just one of the many great tutorials!



This is just one of the many great tutorials!

Offer Expires: January 15, 2011

[Forward email](#)



Wee-cycle Mart & MomsFest Sponsor Application

**Harford/Cecil County March 16-18th**

[www.momsfest.com](http://www.momsfest.com)

For questions call: Blaney Spinelli 410-428-6199

**Exhibit C: 200x200 Button on Blog – links to YOUR website**



**Exhibit D: 3.5x2” Business Card size ad for Floorplans and Receipts**

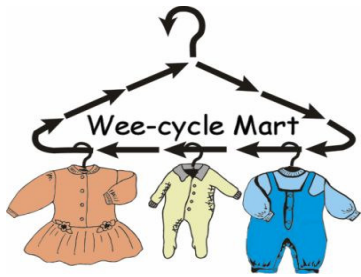
Moonbounce Rentals \* Open Jumps \* Birthday Parties \* Field Trips



[www.jumponitfuncenter.com](http://www.jumponitfuncenter.com)

131 Industry Lane Suite 4  
Forest Hill, MD 21050

410.838.0522  
[info@jumponitfuncenter.com](mailto:info@jumponitfuncenter.com)



# Wee-cycle Mart & MomsFest Sponsor Application

## Harford/Cecil County March 16-18th

[www.momsfest.com](http://www.momsfest.com)

For questions call: Blaney Spinelli 410-428-6199

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please check off your choices here:		Please circle amounts also to double check
<input type="checkbox"/> 1 Brochure/Promotional item inserted in 500 attendee goodie bags		\$30.00
<input type="checkbox"/> 6 months Logo Button* w ith Link to your website on our MomsFest Harford/Cecil County page (w ill stay up til July 1 <sup>st</sup> )		\$50.00
<input type="checkbox"/> 6 months Button* on on blog <a href="http://www.weecyclemartblog.com">www .weecyclemartblog.com</a>		\$50.00
<input type="checkbox"/> Spotlight Coupon in our e-new sletter to over 10,000 moms includes logo, link to website, and description of offer	limited to 2 businesses for month	\$55.00
<input type="checkbox"/> Logo on all flyers, postcards delivered to school, business, daycares etc		\$75.00
<input type="checkbox"/> Logo/Product info Sponsor Button in Wee-cycle Mart/MomsFest e-new sletters to 11,000 Consignors/Shoppers etc.	Per email	\$30.00
OR <input type="checkbox"/> Please circle w hich 2 consecutive months you want: jan feb,mar,apr,may,june,july,aug,sept,oct,nov,dec	Or 2 consecutive months	\$50.00
OR <input type="checkbox"/> Please circle w hich 7 consecutive months you want: jan feb,mar,apr,may,june,july,aug,sept,oct,nov,dec	Or 7 consecutive months	\$140.00
OR <input type="checkbox"/> ALL 12 months Includes 2 extra new sletters in March and Oct	or all 14 emails	\$250.00
<input type="checkbox"/> I want to be a CORPORATE SPONSOR for the Spring/Summer 2012 Season		\$950.00
<input type="checkbox"/> I want to be a CORPORATE SPONSOR for the Spring/Summer 2012 & Fall/Winter 202 Season		\$1,800.00
<input type="checkbox"/> I want to add on the CORPORATE SPONSOR for the All Season Sale 2012 (only available w ith 2 season sponsorship at \$1800)		\$200.00
<b>Email design info to <a href="mailto:blaney@abcwebsbyblaney.com">blaney@abcwebsbyblaney.com</a></b>	<b>TOTAL DUE:</b>	<b>\$ _____</b>

I have enclosed a Check for \$ \_\_\_\_\_. Make check to BC Promotions, Inc.

I would like to use Visa/Mastercard or Discover- Please PRINT neatly!

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Security Code: \_\_\_\_\_

**I hereby agree to the above terms and fees. There are NO Refunds on Sponsorships.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Mail to:</b> BC Promotions, Inc. 2152 Poplar Ridge Rd. Pasadena, MD 21122	<b>Fax to:</b> 410-437-9200  <b>Questions:</b> <a href="mailto:info@wee-cyclemart.com">info@wee-cyclemart.com</a> 410-428-6199
---	---