



Healthy Start

Okaloosa-Walton

Share your business or organization with **HUNDREDS** of new and expectant parents!

BECOME A SPONSOR OR EXHIBITOR AT THE

WORLD'S GREATEST
BABY
SHOWER



THURSDAY,
MAY 26, 2022
5:30 PM

DESTIN
FORT
WALTON
BEACH
FLORIDA

CONVENTION
CENTER

1250 MIRACLE STRIP PARKWAY SE
FORT WALTON BEACH, FL

It is time again for the World's Greatest Baby Shower! This event, held at the Destin-Fort Walton Beach Convention Center, is a memorable occasion especially designed for new parents, expectant parents and their family members! Healthy Start looks forward to hosting this exciting affair that will welcome approximately 1,300 participants. The 50+ informative exhibits, numerous prizes, guest Swag-Bags, and refreshments all add to this lively and fun-filled celebration!

Healthy Start's mission is to ensure that healthy babies are born to healthy mothers. Our hope is that no baby is born too small or too soon and we are consistently working to reduce the rate of infant mortality in our two counties. These issues are important because the health of our community starts with the health of our babies. Babies born premature or with a low birth weight are at risk of having lasting developmental delays that can have detrimental effects on their life as an adult. Our goal with the World's Greatest Baby Shower, is to bring resources to new parents that will help them and their baby succeed, while showering them with support and congratulations.

We are excited to announce our broadened strategic marketing plan with Northwest Florida Daily News, a member of the USA Today Network, to expand our reach on social media platforms like Facebook and Instagram with targeted audiences and email blasts to over 10,000 women in Okaloosa and Walton Counties.

This is a great opportunity for your business or organization to support this event through one or more of the following:

- **Become an event sponsor** and share your messages, products and services directly with your target market.
- **Donate** a baby-related item for the 500+ Swag-Bags that are given to our event attendees.
- **Contribute** a tax-deductible monetary donation, or become a Non-Attendee sponsor that includes a baby shower gift purchased on your behalf by Healthy Start.

WE APPRECIATE YOUR SUPPORT IN AIDING OUR MISSION TO GIVE THE NEW PARENTS AND BABIES IN OKALOOSA AND WALTON COUNTIES A HEALTHY START.

Ardelle Bush
Executive Director

Bethany Guillory
Special Projects Coordinator

CLICK HERE TO REGISTER

WORLD'S GREATEST BABY SHOWER



SPONSORSHIP PACKAGES

FIRST TRIMESTER SPONSOR - \$1,750

- **First Choice of Exhibitor Booth Location** along with a free electrical outlet (must request).
- **Name** prestigiously listed in event program.
- **One Promotional item** from your organization to be placed in pre-made **Swag-Bags** for each participant.
- **A Special Gift of \$100** value will be purchased by Healthy Start on your behalf to be given to a lucky raffle winner.
- **Company Banner can be Displayed** next to one of these special event activities, as the spotlighted sponsor. These opportunities are awarded to sponsors on a first come first served basis.
 - **Refreshments Table**
 - **Photo Booth** (Logo also printed on Photo Strips)
 - **Cake Table**
 - **Price is Right Game**
- **Advertisements:**
 - **A Small Customized Advertisement** in the Spring **Healthy Start Newsletter** sent to over 300 partners.
 - **Your Organization Mentioned** on our promoted **Instagram AND Facebook** ads aired in April and May with an insights report following the event.
- **Special Recognition:**
 - **Your Logo** as a **Featured Sponsor** on both of our **World's Greatest Baby Shower Invitation** with **Targeted Emails** to approximately 10,000 women in Okaloosa and Walton Counties.
 - **One Spotlight Post** on **Healthy Start social media** announcing your sponsorship.
 - **Your Logo** as a **Featured Sponsor** on **Registration Forms** on the day of the event.
 - **Your Logo** on our **Geofenced Snapchat Filters** on the day of the event.

PLEASE REGISTER BY 3/25/22 AS PERKS OF THIS PACKAGE BEGIN ON 4/1/22

SECOND TRIMESTER SPONSOR - \$1,150

- **Exhibitor Booth:** Location along with a free electrical outlet. (Must request)
- **Name** listed in event program.
- **Advertisements:**
 - **A Small Customized Advertisement** in the Spring **Healthy Start Newsletter** sent to over 300 partners.
- **Your Organization Mentioned** on our promoted **Instagram OR Facebook** ad aired in April and May with an insights report following the event.
- **A Special Gift of \$75** value will be purchased by Healthy Start on your behalf to be given to a lucky raffle winner.
- **Special Recognition:**
 - **Your Logo** as a **Featured Sponsor** on both of our **World's Greatest Baby Shower Invitation** with **Targeted Emails** to approximately 10,000 women in Okaloosa and Walton Counties.
 - **One Post** on **Healthy Start social media** announcing your sponsorship.

PLEASE REGISTER BY 3/25/22 AS PERKS OF THIS PACKAGE BEGIN ON 4/1/22

THIRD TRIMESTER SPONSOR - \$550

- **Exhibitor Booth:** Location along with a free electrical outlet. (Must request)
- **Name** listed in event program.
- **Your Logo** in the Spring **Healthy Start Newsletter** sent to over 300 partners.
- **A Special Gift of \$50** value will be purchased by Healthy Start on your behalf to be given to a lucky raffle winner.
- **Special Recognition:**
 - **Your Logo** as a **Sponsor** on both of our **World's Greatest Baby Shower Invitation** with **Targeted Emails** to approximately 10,000 women in Okaloosa and Walton Counties.
 - **One Post** on **Healthy Start social media** announcing your sponsorship.

PLEASE REGISTER BY 3/25/22 AS PERKS OF THIS PACKAGE BEGIN ON 4/1/22

PRENATAL SPONSOR

GENERAL FOR-PROFIT EXHIBITOR - \$200

GENERAL NON-PROFIT EXHIBITOR - \$75

- **First Choice of Exhibitor Booth:** Location along with a free electrical outlet. (Must request)
- **Name** listed in event program.

PLEASE REGISTER BY 5/13/22 AS THERE IS LIMITED SPACE

NON-ATTENDEE SPONSOR (PINK)- \$150

- **A Special Gift of \$75** value will be purchased by Healthy Start on your behalf to be given to a lucky raffle winner.
- **One Promotional item** from your organization to be placed in pre-made "Swag-Bags" for each participant.

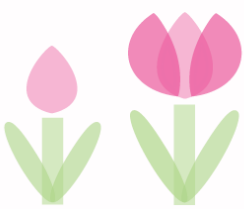
PLEASE REGISTER BY 5/20/22

NON-ATTENDEE SPONSOR (GREEN)- \$100

- **A Special Gift of \$50** value will be purchased by Healthy Start on your behalf to be given to a lucky raffle winner.

PLEASE REGISTER BY 5/20/22

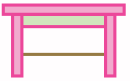


























Healthy Start
Okaloosa-Walton



WORLD'S GREATEST BABY SHOWER



SPONSORSHIP PACKAGES BREAKDOWN

	FIRST TRIMESTER SPONSOR	SECOND TRIMESTER SPONSOR	THIRD TRIMESTER SPONSOR	PRENATAL SPONSOR	NON-ATTENDEE SPONSOR (P)	NON-ATTENDEE SPONSOR (G)
FIRST CHOICE OF EXHIBITOR BOOTH	✓					
EXHIBITOR BOOTH 	✓	✓	✓	✓		
NAME LISTED IN EVENT PROGRAM  PROGRAM 	✓	✓	✓	✓		
ONE PROMO ITEM IN SWAG-BAGS  SWAG-BAGS 	✓				✓	
COMPANY BANNER DISPLAY 	✓					
MENTION ON SNAPCHAT FILTER  FILTER 	✓					
ADVERTISEMENT ON  AND 	✓					
ADVERTISEMENT ON  OR 		✓				
LOGO ON TARGETED EMAIL INVITE  INVITE 	✓	✓	✓			
SPOTLIGHT POST ON OUR SOCIAL MEDIA  SOCIAL MEDIA 	✓					
MENTION ON OUR SOCIAL MEDIA  MEDIA 	✓	✓	✓			
AD IN SPRING NEWSLETTER  NEWSLETTER 	✓					
LOGO IN SPRING NEWSLETTER  NEWSLETTER 	✓	✓	✓			
A SPECIAL GIFT OF \$100  \$100 	✓					
A SPECIAL GIFT OF \$75  \$75 		✓			✓	
A SPECIAL GIFT OF \$50  \$50 						✓