

# Sponsorship



**Become a Health & Wellness Hero**  
Are You Ready to Power the Movement?







## MISSION

Inspire and transform women through a healthy lifestyle of fitness, fun and friendship.

## PROGRAM

Moms on the Run offers a structured fitness program for women of all ages (not just moms) who want to get in shape and have fun doing so. We offer a great selection of training formats at different times of the year.



## HOW WE'RE DIFFERENT

Moms on the Run focuses on whole-body wellness through running/walking and strength training. Members of all ages and fitness levels enjoy meaningful friendships while improving their fitness level.



## REACH

### INSTAGRAM + FACEBOOK FOLLOWERS

54,000+ (includes franchise pages)

### E-NEWSLETTERS

#### NATIONAL MAILING LIST

Subscribers: 10,000+

Open Rate: 35%\*

Click-Through Rate: 13%\*\*

#### TWIN CITIES E-MAIL LIST

Subscribers: 5,500+

Open Rate: 23%\*

### WEBSITE

Annual Visitors: 84,000

Average Monthly Page Views: 24,400

\*above industry avg. of 21%

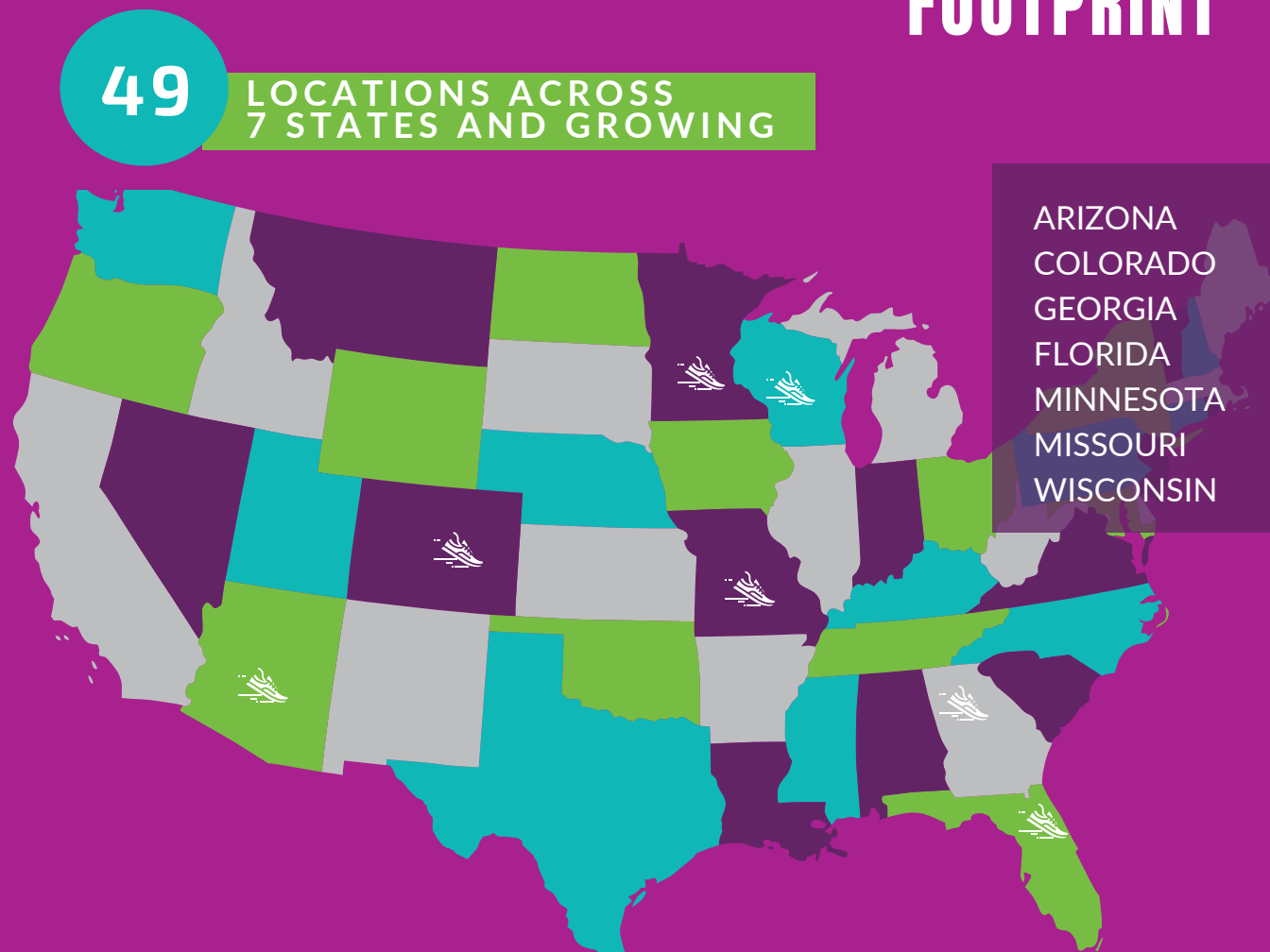
\*\*above industry avg. of 2.7%

(Industry data for health and fitness  
category by Mailchimp 2022 Email  
Marketing Statistics and Benchmarks by  
Industry )

# CONNECT WITH US

A Moms on the Run sponsorship provides your brand access to household buyers and physically active families nationwide.

## FOOTPRINT



# Annual Sponsorships

For ongoing brand recognition and visibility, enhanced customer engagement and a greater impact.

	PLATINUM (\$12,500)	GOLD (\$8,000)	SILVER (\$4,000)	BRONZE (\$1,500)
Logo recognition on Sponsorship web page	Logo (extra large)	Logo (large)	Logo (medium)	Logo (small)
"Spotlight your expert" package (blog post with newsletter callout and social post)	Up to 4	Up to 2	Up to 1	
Newsletter feature with web link	4	3	2	1
100 word company profile on sponsors web page	Yes	Yes	Yes	
Dedicated email(s) sent on your behalf	2	1		
Dedicated social media posts to national pages	4	3	2	1
Dedicated social media posts to all private (members only) franchise pages	3	2	1	
Logo inclusion on newsletter footer	Yes, 12 issues	Yes, 12 issues	Yes, 6 issues	Yes, 3 issues

# EVENT SPONSORSHIPS

For brand exposure, targeted marketing, positive association and networking opportunities.

	ULTRA (\$10,000)	GOLD (\$5,000)	SILVER (\$2,500)	BRONZE (\$1,250)
Recognition on all Event social posts	All posts - title recognition and tag to your social business page(s).			
"Spotlight your expert" package (blog post with newsletter callout and social post)	Up to 4 (if desired)	Up to 2 (if desired)		
100 word company profile on event web page	Yes	Yes		
Logo and link on event web page	Yes	Yes	Yes	
Opportunity to provide offer or "giveaway" in virtual goodie bag	Yes	Yes	Yes	Yes
Recognition on the public Facebook event	Public Thank You post	Public Thank You post	Public Thank You post	Public Thank You post
Logo recognition on Sponsorship web page	Logo (largest billing)	Logo (large)	Logo (medium)	Logo (small)



# Events

What sets Moms on the Run apart from other workout groups? Community and friendship. Throughout the year we offer a variety of events to foster community and growth. Power a memorable event this year and help us deliver on our mission of fitness, fun, and friendship.



## Celebrate MOMS (May - Mother's Day Weekend):

Runners participate in our 5K race at their local Moms on the Run. Participants receive a prize/goodie bag, post-race treats and flowers.

## Moms on the Run Annual Race (August):

Our annual end-of-summer race celebrates the summer training season with our fun, family friendly race. Runners can choose from the 5k or 10k. We host two races for kids - the diaper dash and a .5 mile.

This race is the big summer finale for the Twin Cities, and a destination event for our runners nationally!



## Destination Run (January/February)

Each year, Moms on the Run offers a travel package at a top resort hotel and a VIP race experience with fun, group activities led by our National Fitness Director, Olympian Carrie Tollefson. Locations have included Clearwater, FL and Tempe, AZ.

Membership in Moms on the Run is not required. All women welcome!

# #TRAININGTIP TUESDAYS PACKAGES



## Women are empowered by training

Every Tuesday is Training Tip Tuesday at Moms on the Run. Featuring our National Fitness Director, Olympian Carrie Tollefson, (and intermittently, other Moms on the Run coaches), these training tips provide our members with information and exercises to help them strengthen their running, fitness and health. Power the movement.

### PRESENTING (\$5,000)

- 12 “presented by” sponsored social posts
- Opportunity to share four pieces of content on designated subject
  - Story distributed on national social media channels
  - Featured in our national newsletter

Top billing logo on sponsors web page

### SUPPORTING (\$2,500)

- 4 “supporting” sponsored social posts
- Opportunity to share two pieces of content on designated subject
  - Story distributed on national social media channels
  - Featured in our national newsletter

Medium logo on sponsors web page

### SILVER(\$1,250)

- 2 “community” sponsored social posts
- Opportunity to share one piece of content on designated subject
  - Story distributed on national social media channels
  - Featured in our national newsletter

Logo on sponsors web page





# #MOTRkind PACKAGE

## More kindness needed

Be a light in the world for people who are experiencing anxiety and fear. Encourage the spread of love and kindness with the #MOTRkind package. Every Monday, community members have the national spotlight (coined #MOTRkindmondays) to feature acts of kindness and love that give hope. This movement inspires and uplifts others to pay it forward. Power the movement.



### PRESENTING (\$5,000)

Recognized 12 times as presenting sponsor on #MOTRkindMonday posts

4x a year company can share their own #MOTRkind blog

- Story distributed on national social media channels
- Featured in our national newsletter

Logo (top billing) and link recognition on the #MOTRkind landing page on momsontherun.com

### SUPPORTING (\$2,500)

Recognized 6 times as supporting sponsor on #MOTRkindMonday posts

2x a year company can share their own #MOTRkind blog

- Story distributed on national social media channels
- Featured in our national newsletter

Logo and link recognition on the #MOTRkind landing page on momsontherun.com

### SILVER(\$1,250)

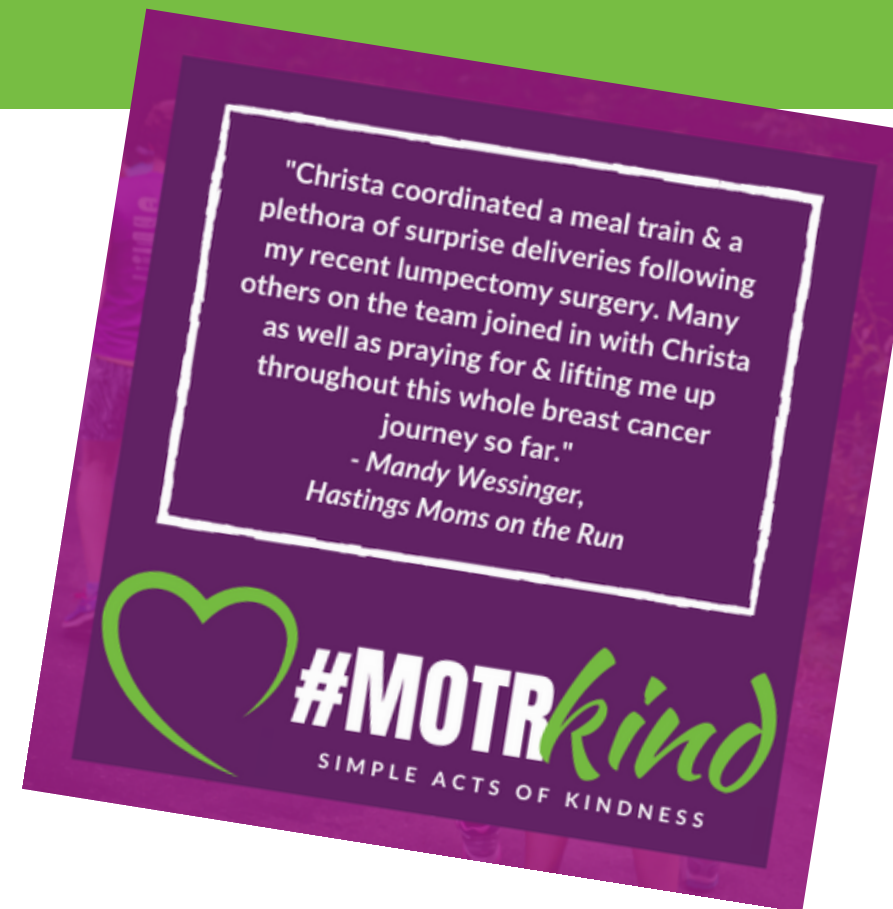
Recognized 3 times as presenting sponsor on #MOTRkindMonday posts

1x a year company can share their own #MOTRkind blog

Story distributed on national social media channels

Featured in our national newsletter

Logo and link recognition on the #MOTRkind landing page on momsontherun.com





# #MOTRcares PACKAGES



## Women are struggling with mental health

Life happens to ALL of us and it's ever-changing. We are in the process of launching a new campaign called #MOTRcares. This campaign focuses on real-life topics that keep our members from their optimal wellness levels. This year, the movement provides women struggling with mental health the resources, real-life stories, and a safe space to share or connect with others. Power the movement.

### PRESENTING (\$5,000)

- 12 "presented by" sponsored social posts
- Opportunity to share four pieces of content on designated subject
  - Story distributed on national social media channels
  - Featured in our national newsletter

Top billing logo on #MOTRcares web page

### SUPPORTING (\$2,500)

- 4 "supporting" sponsored social posts
- Opportunity to share two pieces of content on designated subject
  - Story distributed on national social media channels
  - Featured in our national newsletter

Medium logo on #MOTRcares web page

### SILVER(\$1,250)

- 2 "community" sponsored social posts
- Opportunity to share one piece of content on designated subject
  - Story distributed on national social media channels
  - Featured in our national newsletter

Logo on #MOTRcares web page



# WHY SPONSOR?

Your support helps support even more women live healthier lives, and experience the value of fitness, fun and friendship.

## Benefits to your Company

- Increased brand awareness
- Customer trial
- Customer preference and loyalty

## Our Team Will Do the Heavy Lifting

We understand you're busy. We'll manage fulfillment, tracking, and provide you with timely updates.

## We're Always Thinking of You

You are always kept in mind as Moms on the Run actively expands our impact year-round. If a new opportunity emerges and aligns with your priorities and passion, we will connect with YOU!



## Are You Ready?

Power a movement as a health-conscious brand and advocate for healthy families.

Let's set up a time to talk!

Reach Erin via email at:

[partnerships@momsontherun.com](mailto:partnerships@momsontherun.com)