

Why Sponsorship Marketing is Growing Nationwide

Sponsorship is among the fastest growing marketing in the U.S. because it's a powerful marketing approach that can lead to comprehensive engagement over multimedia outlets in addition to face-to-face interaction at events. Whether you leverage comprehensive multimedia marketing sponsorships, or gain single event sponsorship benefits, you can look forward to achieving several goals at once:

5 Reasons Why Sponsorships Work

1. Sponsorship enhances image, shaping consumer attitudes and influencing consumer opinions. This engagement changes behavior and buying patterns.
2. Sponsorship drives sales.
3. Sponsorship creates positive publicity and heightened visibility.
4. Sponsorship creates a significant powerful way to differentiate from competition.
5. Sponsorship helps with "Good Citizen" role by partnering with the trusted premier national award-winning local family resource magazine/events on a critical issue.

About Family Life Events and Multimedia Reach

Family Life magazine is the local leader in producing family themed trade shows. These events work in conjunction with the extensive multimedia reach of Family Life to attract buyers with a proven interest. In the last 17 years we have produced over 50 individual unique shows, partnered with over 1000 exhibitors, and welcomed over 100,000 guests to wonderful community events that help guests, exhibitors and our sponsor partners alike. Family Life events are backed by the locally owned, national award-winning Family Life magazines and websites, email newsletters and digital reach that engage over 100,000 adults monthly— now celebrating 20 years as the #1 resource for local families.



The Family Expo & Camp Fair

Parents are ready to plan for summer camps for the kids and adventures for their family. They want to meet experts and explore their family's 'Best Summer and Beyond!' Now in it's 7th year, the Expo & Camp Fair has grown every year, attracts well over 2,400 attendees because it offers a unique one-of-a-kind opportunity for parents to get their questions answered in one Friday evening. (They don't even have to work around baseball/softball games on Saturday!) Showcase your camps, activities and summer programs, trips, fun and travel, school, pre-school and after-school programs

These busy families put a premium on their time, and so are also looking to connect with experts and professionals and see products for their home, finances, cars, and everything else a household might need. Do you have anything that can help them get better value, get more done, or have more fun with their family? Partner with us and help them find the very best future for their family!

Promotional Reach of iLearn Event Sponsorship

Impressions: 300,000 targeted multimedia	Location: Wells Fargo Center for the Arts
Attendance: 2,400	Admission: Free
Date: April 12, 2013	Time: 3:30-7:30
Format: 80+ Exhibitors, Activities, On-stage Performance, Entertainment, Prizes	