

2020 SPONSORSHIP



WHAT IS CITYKIDS CONSIGNMENT SALE?

CityKids Consignment is a well-attended and marketed, non-profit fundraiser going strong since spring 2014. This hugely popular sale, held each spring and fall, raises funds for Lilypad to support our community play space, while giving local families a way to buy and sell kid items. **Your sponsorship gets your business in front of 1000's of local parents!**



2020 SPONSORSHIP RATES & BENEFITS	
SILVER \$200 (Includes BOTH Spring & Fall)	GOLD* \$500 (Includes BOTH Spring & Fall)
Benefits:	Your logo on our widely-distributed posters & postcards
You choose an event, product or service, and we will promote, share or post to our Facebook page (CityKids page has more than 3700 fans)	Facebook share; plus your business sponsors our popular Facebook giveaway of \$25 in CityKids Cash (CityKids page has more than 3700 fans)
<ul style="list-style-type: none"> Your materials on a sponsor table at each sale Set up a table and talk with local parents at both 2020 sales (each sale covers a full weekend) 	<ul style="list-style-type: none"> Your materials on a sponsor table at each sale Set up a table and talk with local parents at both 2020 sales (each sale covers a full weekend)
Your business logo with link on our website	Your business logo with link on our website (top spot)
Sponsorship is for BOTH the spring and fall 2020 sales! Twice the reach!	*Gold Level is LIMITED TO 5 SPONSORS. Gold sponsor logo & payment due by Friday 2/14



Our audience:

- Parents, families, and expecting moms city-wide and surrounding metro area

How we market the sale:

- Kids South of Washington (KSOW) Google group – a very active South Philadelphia online community hosted by Lilypad that reaches over 2,100 local parents, direct to email
- Online parenting and community groups in Fishtown, Northern Liberties, Fairmount, West Philadelphia, Mt Airy, Graduate Hospital and more
- Targeted marketing on social media and consignment websites and our own CityKids email list
- Posters and postcards featuring our gold sponsors distributed throughout Philly, Main Line and NJ

Support a local 501(c)3 registered non-profit:

Lilypad is a non-profit community and play space for local families to meet, make connections and where young children can play. Run solely by volunteers, Lilypad relies on CityKids as their main source of funding. Your support helps maintain the space and build the village all families need!

Double the benefits:

Your sponsorship is for BOTH 2020 sales. This means you don't have to do anything for our fall sale, you are automatically a sponsor and can choose to set up a table at both sales if you wish.



Contact :: citykids@LilyPadPhilly.org :: Lilypadphilly.org/citykids