



*she's*

SECOND ANNUAL

THAT MOM

FRIENDSMAS

*Pretty in Pink*

DEC 14 2024

# shesthatmomto

---

***ShesThatMomto (STM) is a dynamic community designed to empower and uplift mothers.***

At STM, we believe that motherhood is a beautiful journey, but it doesn't mean losing your identity. Our community comes together to support one another, share experiences, and remind each other that there is still life after kids. Through engaging events, inspiring discussions, and valuable resources, we create a space where moms can reclaim their time, rediscover their passions, and connect with like-minded women who understand the challenges of balancing it all. STM is about building meaningful relationships, celebrating motherhood, and embracing personal growth.



# MEET THE FOUNDER

HEY I'M

Nisha B



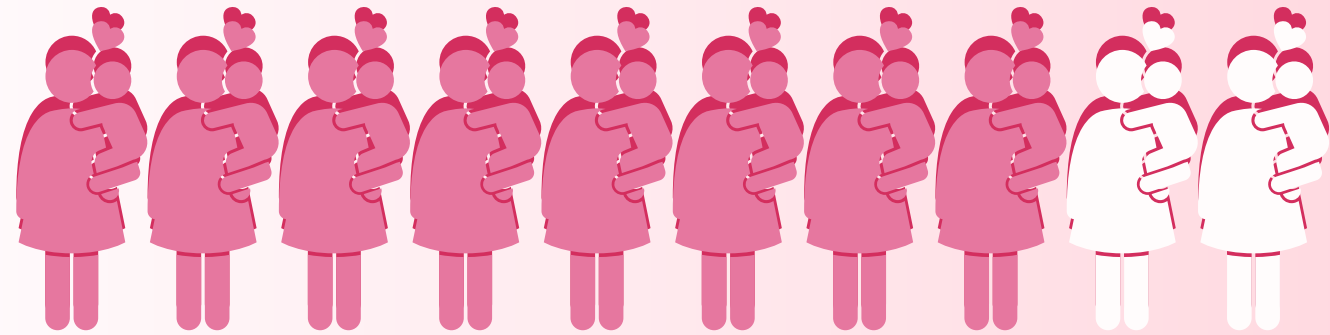
***A Mom of 2, Mentor, Public Speaker, Event Planner, and a true Celebrator of Everything.***

As the founder of ShesThatMomto, I created this empowering space to support, equip, and inspire moms on their journey to living a life they truly love.

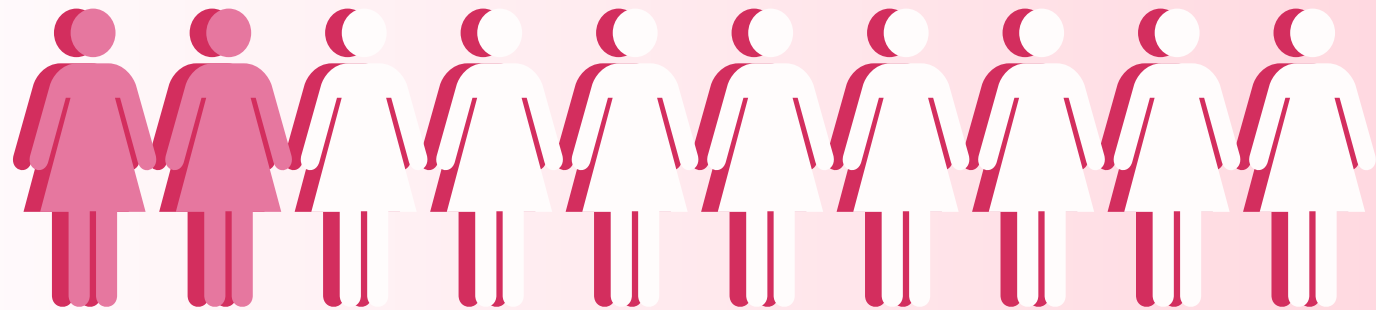
With a passion for mentoring and uplifting others,  
**am dedicated to helping moms embrace every season of life, encouraging them to pursue their dreams while balancing motherhood.**

I believe in the power of community and the importance of celebrating both the big and small wins along the way.

# OUR AUDIENCE



80% Mothers



20% Women

## Additional Audience Stats

### AGE

- 18 - 24 (7.6%)
- 25 - 34 (45.6%)
- 35 - 44 (34.4%)

### LOCATION

- Toronto (31.1%)
- Peel (13.2%)
- Durham (11.8%)



> **55 Email Contacts**

80% Email Open-Rate



**302 Instagram Followers**

@shesthatmomto

#STMFriendsmas2024



# THE VENUE

LOFT the EVENT  
STUDIO  
AJAX

## THE LOFT EVENT STUDIO AJAX

190 STATION STREET UNIT #14

Introducing The Loft Event Studio Ajax – A unique boutique event space located in a charming 2-story building in Ajax, Ontario.

Setting itself apart by its dual-level layout, The Loft offers a distinctive setting for a variety of special occasions and events.

### VENUE INCLUSIONS

Stone Top 6ft rectangle tables

Round back clear acrylic chairs

Sonos Bluetooth and WiFi Speakers

Wet Bar, Built In Buffet Serving Area, Mini Wine and Beverage Fridges,

Kitchenette with Fridge and Microwave.



# THE VIBE



# PAST SPONSORS



NISHA B  
EVENTS

DLUXE  
PHOTOBOOTH



# WHY PARTNER

ShesThatMom Friendsmas is a unique opportunity for your brand to connect with a vibrant community of modern moms. As a growing platform, we offer an intimate, authentic experience that allows your brand to build relationships and engage with moms who are redefining what it means to balance motherhood, personal growth, and community involvement. By partnering with STM Friendsmas, you'll benefit from:

## PARTNER BENEFITS

- **Targeted Visibility:** Gain direct exposure to an engaged audience of women, primarily mothers, through event signage, social media shoutouts, and mentions during the event.
- **Brand Alignment:** Showcase your brand alongside a community focused on self-care, connection, and personal growth. We'll work with you to authentically integrate your brand into our event experience.
- **Custom Activations:** Collaborate on tailored activations that connect your products or services to our audience in meaningful ways—whether through gift bags, giveaways, or special mentions.
- **Social Media Features:** Your brand will be featured in pre-event promotions, live event coverage, and post-event recaps on our social media platforms, ensuring continued visibility. We'll use official tags and hashtags (@ShesThatMomTO #STMFriendsmas2024).
- **Post-Event Highlights:** Receive a wrap-up report detailing key moments from the event, audience engagement, and social media impressions to showcase the value of your partnership.
- **Community Engagement:** Build long-term relationships with our growing community, creating opportunities for future collaborations as STM continues to expand.

*Sponsorship*  
PACKAGES

# THE MOM SQUAD SPONSOR

**INVESTMENT: \$125 min**

This option is perfect for sponsors with a community of women/mothers who would love a chance to attend Friendsmas. Here's how it works:

1. Purchase 2 Tickets: Buy two tickets for \$125 total. One ticket is for you to attend the event, and the other ticket is to give away to your community.
2. Additional Giveaway Tickets: If you want to give away more tickets to your followers, you can buy each additional giveaway ticket at a discounted price of \$65 each.

- Logo placement on social media
- Mention in press releases and media coverage
- VIP access for a representative
- Shared social media post highlighting sponsors

# THE EVERYDAY MOM SPONSOR

INVESTMENT: \$300

- Logo placement on event materials (flyers, banners, etc.)
- Mention in 1 pre-event social media posts
- Shoutout during the event
- Inclusion in post-event thank-you email to attendees
- Inclusion in post event recap on social media posts

# THE MOM GOALS SPONSOR

**INVESTMENT: \$500**

- Logo placement on event materials (flyers, banners, etc.)
- Mention in 3 pre-event social media posts
- Special mention during event
- Inclusion in post-event thank-you email to attendees
- Inclusion in post-event recap on social media posts
- 1 Ticket included for you to enjoy the event

# THE BOSS MOM SPONSOR

**INVESTMENT: \$1000**

- Prominent logo placement on event materials and signage
- Mention in 4 pre-event social media posts
- Dedicated shoutout during event
- Feature in post-event email recap with clickable logo
- Logo featured on event website or landing page
- Inclusion in post-event recap on social media
- 2 tickets to attend the event

# THE THAT MOM SPONSOR

**INVESTMENT: \$1500**

- Premium logo placement on all event materials
- 1 dedicated post on Social Media
- Speaking opportunity during the event
- Prominent logo placement on event landing page and emails
- Feature in post-event email recap with clickable logo
- Inclusion in post-event recap on social media
- Up to 3 tickets to attend the event

# THE GIVING MOM SPONSOR

INVESTMENT: IN KIND

- Logo placement on event materials
- Mention in pre-event social media post
- Special recognition for your in-kind contribution
- Inclusion in event swag bags or giveaways
- Name and logo featured in post-event thank-you email to attendees
- Inclusion in post-event recap
- 1 ticket to attend the event

## **IN KIND SPONSOR:**

- Products
- Services
- Food & Beverage
- Event Decor Service
- Community Partnerships

SECOND ANNUAL

# FRIENDS MAS

*Pretty in Pink*

## Contact Us

Nisha B

[@shesthatmomto](#)

(647)746-9808

[info@shesthatmomto.com](mailto:info@shesthatmomto.com)