

2025 Annual Sponsorship Menu



Invest in Families, Build Stronger Communities

Since 1983, PEPS has connected and supported over **3,500 parents annually** in King and Snohomish Counties through peer-based support groups. Our programs provide new and expecting parents with the resources, relationships, and confidence they need to navigate early parenthood.

Your Sponsorship Makes an Impact

By partnering with PEPS, your company:

- **Reaches a highly engaged audience** of 25,000+ parents and caregivers.
- **Aligns with a trusted nonprofit** committed to family and community well-being.
- **Affiliates your business with other community-minded organizations**, strengthening local partnerships.
- **Supports parents during critical life transitions**, providing them with connection, confidence, and resources.

Who You'll Reach

- **3,500+ parents annually** in PEPS groups.
- **21,000+ engaged email subscribers** and 140,000+ annual website visits.
- **A strong, active network of families** seeking trusted brands and resources.

Join Us in Strengthening Families

Your sponsorship directly supports parents at a critical time in their journey. Let's work together to create **a thriving, connected community for all families.**

I feel like PEPS actually saved me. I was feeling so isolated and confused, and having support at that critical time was amazing for me, my child, and my marriage.

– *PEPS Parent*



My experience with all the representatives at the PEPS organization has been rewarding and special, and I know that's because PEPS believes in our company as much as our company believes in PEPS. Thanks for the opportunity to join with you in your efforts to care for and support families.

– *PEPS Corporate Partner*



	Event Sponsor \$1,500	Community Sponsor \$3,500	Champion Sponsor \$5,000	Advocate Sponsor \$7,500	Leadership Sponsor \$10,000
Visibility and Engagement	Year-round Opportunities to Connect with the PEPS Community				
Resource article <i>Provided/written by Sponsor published on PEPS Highs & Lows Blog shared via bimonthly e-Newsletter or via Tips & Tricks e-Newsletter.</i>		1 article	2 articles	3 articles	4 articles
Social Media Posts <i>Each sponsor post will be published on one platform chosen by PEPS. Sponsor is welcome to make platform requests.</i>		2 posts	4 posts	6 posts	8 posts
Listing in Offers and Opportunities Landing Page		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Block in Tips and Tricks Newsletter		1 month	1 month	2 months	3 months
Sponsor Block in PEPS Bimonthly Newsletter			1 month	2 months	3 months
Linked Logo in PEPS Bimonthly Newsletter			2 months	4 months	6 months
Linked Logo on PEPS Homepage				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PEPS Annual Benefit Luncheon, May 6th 2025	High-visibility exposure and direct connection with 500+ PEPS Supporters				
Display Table During Social Hour	½ Table	1 table	1 table	1 table	1 table
Mealtime Seating	1 guest	1 guest	2 guests	3 guests	4 guests
Name, Logo or Ad Printed in Event Program	Name	Logo	Logo	Logo	Solo Logo
Linked Name on Event Sponsor page	Name	Logo	Logo	Logo	Solo Logo
Logo on Event Webpage		Rotating Logo	Rotating Logo	Rotating Logo	Linked, static logo
Verbal Recognition by Event Speaker			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Linked Logo in Event Emails				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Glossary

PEPS.org – 140,000 Annual Visits

The central hub for the community to learn about PEPS. Parents and community members visit the site to register for groups, sign up to be a group leader, learn how to support PEPS and more!

PEPS (Bimonthly) e-Newsletter – email list of 21,000+

The PEPS newsletter is sent six times a year (Jan, Mar, May, July, Sep, Nov), and is a resource for our parenting community.

Tips & Tricks e-Newsletter – email list of 2100+ parents with children aged 0-12 months.

This newsletter is sent monthly to parents of babies 0 – 12 mo and includes articles, upcoming events, and parenting resources on a rotating series of topics.

PEPS Highs and Lows Blog – 11,000+ visitors for year

<https://blog.peps.org/blog> – The PEPS blog regularly publishes stories and resources written for our parenting community by PEPS staff, sponsors, partners, and freelance writers.

PEPS Annual Benefit Event – 500 guests, widely promoted to entire PEPS community

Tuesday, May 6, 2025, at Seattle Center Fisher Pavilion. This is our largest annual event, drawing 500+ guests each year. Most attendees are PEPS alumni, their friends and family, and community partners.

Facebook – facebook.com/ProgramForEarlyParentSupport 10,500+ followers

The PEPS Facebook page is a lively page featuring content and events geared to our parenting community. Posts will tag the sponsor whenever possible and link to the sponsor website or Facebook page. PEPS will follow the Sponsor's Facebook page.

Instagram – [@pepsforparents](https://instagram.com/pepsforparents) 1,600 followers

PEPS is growing its presence on Instagram and posts regularly. Posts will tag the sponsor whenever possible and link to the Sponsor website or Instagram page. PEPS will follow the Sponsor's Instagram page.



Contact

If you are interested in partnering with PEPS, please contact the PEPS Development office at development@peps.org

