

Your investment in PEPS is an investment in parents, growing families, and generational change.

Since 1983, PEPS has been bringing parents together in King and Snohomish Counties through our peer-support groups (PEPS Groups). In these groups, parents overcome isolation, create connections within their communities, learn, share information and resources, and build a lasting support network. Since 2020, we have also offered peer-support programs for expectant parents, LGBTQIA+ families, single parents, working mothers, and for parents of teens/adolescents.

Your investment in PEPS fuels our efforts to grow our impact and reach.

PEPS is committed to listening to our community, meeting the needs of parents and creating equitable access to our programs. We're investing in expanding our programs to different parenting stages and affinities, and in partnerships with community-based organizations that are deeply rooted in their communities and have the cultural competency and community trust to best serve the parents in economically and ethnically diverse neighborhoods.

Your investment inspires others to give generously.

Our corporate partners share our mission of supporting families. Their demonstrated leadership and investment inspire others to give generously. Individual gifts, foundation grants, and corporate contributions provide critical funding to help PEPS reach parents, develop curriculum, extend training, improve and expand programming, and form partnerships with community-based organizations.

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

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



As a former teacher and financial supporter of programs for school-age children, I recognize and value giving parents and babies a support network to lay a strong foundation. That's why PEPS is so important to the future well-being and success of children.

— ” —
— Heidi Stolte
Stolte Family Foundation

Sponsors – Our sponsors share the PEPS mission, values and vision of parent support and family well-being, and their services or products align with the PEPS mission and are relevant to parents and families. By partnering with PEPS, our sponsors seek the benefit of affiliation with a highly reputable organization. Our sponsors and PEPS are open to creating a long-term partnership with the best possible outcomes for PEPS, our parenting community, and the sponsor.

Audience – Annually, PEPS serves more than 3.5k parents in King and Snohomish Counties. Currently, 21,000+ are members of the broader PEPS community with active email accounts. Most active PEPS community members have one to two children ages 0-7.

Benefits of Partnering with PEPS – Through a partnership with PEPS, your company can underwrite our important work AND make a positive contribution to parents and young families:

- Affiliation with a highly regarded, trusted, stable, local, and growing organization (founded in 1983).
- Affiliation with other community-minded businesses and organizations.
- Demographics
 - Expectant parents
 - Parents of infants and children 0-7
 - Parents of adolescents and teens
 - Strong, networked, active communities
- Impressions
 - 1,900+ new families annually (more than 3,500 parents)
 - 140,000+ website visits annually
 - 21,000+ emailable list, 20,000+ physically mailable list
 - 11,000+ visitors annually to the PEPS Highs and Lows Blog
 - 10,500+ Facebook followers; 11,000+ Facebook likes; 1,600+ Instagram followers
 - 180+ volunteers | 5 board | 17 staff

Contact

If you are interested in partnering with PEPS, please contact the PEPS Development office at development@peps.org or by calling 206.547.8570



The future of any society depends on its ability to foster the health and well-being of the next generation. Stated simply, today's children will become tomorrow's citizens, workers, and parents. When we invest wisely in children and families, the next generation will pay that back through a lifetime of productivity and responsible citizenship. When we fail to provide children with what they need to build a strong foundation for healthy and productive lives, we put our future prosperity and security at risk.



— National Council on the Developing Child, Harvard

Choose your sponsorship level and join us!

		Champion Sponsor	Leadership Sponsor	Presenting Sponsor
		\$ 5,000	\$10,000*	\$25,000*
ACCESS				
Social Media post (Facebook; Instagram) Note: Each sponsor post will be published on one platform chosen by PEPS. Sponsor is welcome to make platform requests.	10,500+ Facebook followers 1,600+ Instagram followers	● 6 posts	● 9 posts	● 12 posts
Resource article** provided/written by Sponsor published on PEPS Highs & Lows Blog shared via bimonthly e-Newsletter or via Tips & Tricks e-Newsletter	Bi-monthly e-Newsletter: email list of 21,000+ Tips&Tricks e-Newsletter: email list of 2,500+	● 2 articles (choice of e-newsletter)	● 3 articles (choice of e-newsletter)	● 4 articles (choice of e-newsletter)
1 Digital Ad in monthly Birthday Email	1,900+ families per year			●
Annual Benefit Event, May 6, 2025	550+ attendees			
Display table during Social Hour prior to event (11-11:45 am)		● 1 table	● 1 table	● 1 table
Mealtime Seating		● 2 guests	● 3 guests	● 6 guests
Verbal Recognition by Event Speaker		●	●	●
Name, logo or ad in printed Event Program		● Logo	● Logo	● 1/2 page ad
Linked name or logo on Event Sponsor page		● Logo	● Logo	● Logo
Logo on Event webpage		● Rotating non-linked logo	● Rotating non-linked logo	● Static linked logo
Linked logo in all pre-event and post-event emails	email list of 21,000+		●	●
Logo included in event banner				●
Prominent display of Company Banner at Event				●
Post-event, dedicated email to all event registrants	550+			●
Opportunity to place a promotional item at guests' place setting				●
EXPOSURE	Reach			
Linked logo on PEPS homepage	Approx. 115,000 website visits per year		● year round	● year round
Linked ad/coupon on 'Offers and Opportunities' landing page on PEPS website	Link sent to more than 3,500+ parents annually; 520+ page views	● year round	● year round	● year round
Linked Logo in bimonthly e-Newsletter	email list of 21,000+	● 3 months	● 6 months	● 6 months
Sponsor Block in PEPS bimonthly e-Newsletter	email list of 21,000+	● 1 month	● 2 months	● 2 months
Sponsor Block in Tips & Tricks e-Newsletter	email list of 2,500+	● 1 month	● 2 months	● 2 months

* At this sponsorship level, other sponsorship benefits may be developed/ defined in further discussions with Sponsor.

** Resource articles need to be provided by sponsor; sponsor and PEPS determine which of our 2 e-Newsletters is the better fit for the sponsor

PEPS (Bimonthly) e-Newsletter – 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 – 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.

Facebook –

facebook.com/ProgramForEarlyParentSupport – 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 – 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.

PEPS Highs and Lows Blog – <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 – 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.

Several people at my table commented on how inspiring and uplifting the event was. They told me they had a great time and were so glad they'd come...The room looked beautiful. The food was delicious. The content moved along quickly, which gave the event energy and felt respectful of people's time. An excellent event overall!

— ” —
– PEPS Luncheon
Table Captain



PEPS corporate partners engage with our guests during the event's social hour.

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