

2026 Sponsor Guide



Why work with PEPS?

Since 1983, PEPS has supported tens of thousands of parents through facilitated peer support groups that reduce isolation, build confidence, and foster lifelong connections.

We envision that one day, no parent will be alone. Families have the support they need and parents and children are connected, resilient, and thriving.

When you sponsor PEPS, you:

- Align your brand with family well-being, equity, and community connection.
- Reach 25,000+ engaged parents and caregivers through trusted platforms.

"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

Who's a Great Fit for Sponsoring PEPS?

- **Local businesses** that want to reach families.
- **Health & wellness providers** supporting families and children.
- **Legal and financial professionals** helping families through key life transitions.
- **Family-friendly brands** offering products or services for parents and children.
- **Mission-driven organizations** committed to community, equity, and connection.



Attendees connect with sponsors at the PEPS Luncheon

How We Highlight Our Sponsors:

- Digital visibility through our website, email newsletters, blog, and social media channels.
- Event engagement at our flagship Benefit Luncheon (500+ attendees) and year-round community gatherings.
- Storytelling opportunities through content features that highlight your values and expertise.
- Recognition as a trusted partner who invests in the wellbeing of families and local communities.

"My experience with the PEPS team has been rewarding and special. PEPS believes in our company as much as we believe in PEPS."

— PEPS Corporate Sponsor

Sponsorship Opportunities Overview

This overview is just a glimpse into the annual benefits at each level – we would love to connect to explore each sponsorship level in more detail.

| Sponsorship Level | Ideal For | Benefits Snapshot |
|---|--|---|
| <p>Small Business \$500</p> | <p>Growing businesses with 10 employees or fewer</p> | <p>Listed on our Offers and Opportunities Page and featured in a social media post.</p> |
| <p>Event Sponsor \$1500</p> | <p>Brands seeking face-to-face networking and event visibility</p> | <p>Join us at our annual Luncheon to connect in person with 500+ community members. Includes seating and a presence during our social hour.</p> |
| <p>Visibility Sponsor \$1500</p> | <p>Companies focused on digital presence and content sharing</p> | <p>Feature your expertise in a PEPS blog article and connect with thousands of engaged parents through our newsletter and social media channels.</p> |
| <p>Community Sponsor – \$3500</p> | <p>Sponsors wanting year-round exposure</p> | <p>Establish consistent visibility with regular newsletter features, social media posts, and bi-monthly newsletter logo placement, plus full participation in our annual Benefit event.</p> |
| <p>Champion Sponsor \$5000</p> | <p>Sponsors seeking deeper engagement and in-person visibility</p> | <p>Maximize your reach with homepage logo placement, enhanced newsletter features, expanded social media presence, and prominent recognition at our signature event.</p> |
| <p>Advocate Sponsor \$7500</p> | <p>Designed for businesses and organizations ready to make a significant community impact</p> | <p>Take your partnership to the next level with premium visibility across all PEPS channels, enhanced storytelling, and top-tier presence at annual Benefit event.</p> |
| <p>Leadership Sponsor \$10,000+</p> | <p>Exclusive partnership for industry leaders championing connection and community for families, tailored to each partnership.</p> | <p>Enjoy a custom, high-impact partnership tailored to your goals—with featured storytelling, premier recognition, and strategic engagement opportunities year-round.</p> |

New Partnership Options for 2026

PEPS is offering two new impactful opportunities that sponsors can support:

PEPS Parent Meet Ups

Support gatherings that help parents stay connected and informed.

Sponsorship includes: Brand recognition at meetup events, signage, optional in-person engagement, and mentions in digital promotions.

Examples of parent meetups:

- Working Moms Networking
- LGBTQIA Family Picnic
- Neighborhood-based PEPS alumni meet ups
- Educational seminars for parents of adolescents and teens

Community Building in the Workplace for Parents

Bring parent support to your organization.

Add this opportunity to your sponsorship to co-create a custom program that brings PEPS programming and expertise directly to your employees.

Options may include:

- A dedicated PEPS Peer Support Group for your employees
- Curated parenting workshops led by a PEPS facilitator
- Facilitation training for Parenting Employee Resource Group leaders: *How to Foster Connection and Support in the Workplace*



Working Moms connect at a PEPS networking event, sponsored by Bright Horizons

Interested in learning more?

These options can be added at additional cost to a sponsorship package, or as substitutions for blog/social media exposure benefits.

Let's connect!

PEPS Reach & Visibility

Sponsors are featured across trusted PEPS platforms with strong community engagement.

Social Media

PEPS regularly posts community content, event promotions, and sponsor spotlights

- **Facebook:** 10,500+ followers
- **Instagram:** 2,300+ followers
- **LinkedIn:** 675+ followers

Sponsors are tagged, linked, and featured wherever possible.

PEPS follows and engages with sponsor accounts to boost visibility.

Email

PEPS Newsletter

(23,000+ subscribers, sent 6x/year)

Organizational updates, event invites, and parenting content

PAT Newsletter

(5,000+ subscribers, sent monthly)

Targeted to parents with kids 10-19 years old

Tips & Tricks Newsletter

(2,600+ subscribers, sent monthly)

Targeted to parents with babies 0-12 months

Digital & Web

PEPS.org — 105,000+ annual visits

Hub for programs, registration, events, and giving

Highs & Lows Blog — 14,000+ annual visitors

Stories and resources for parents, often featuring sponsors

Offers & Opportunities Page — *Dedicated*

sponsor visibility space on our website

Benefit Event

Annual Benefit Luncheon — 500+ attendees

- May 5th 2026 at Seattle Center's Fisher Pavilion
- Most guests are PEPS alumni, families, and community partners
- Sponsorship includes on-site visibility, recognition, and tabling.

Ready to Move Forward?

1. **Choose a sponsorship level** – let's set up a call and walk through the options together and find the right fit.
2. **Make it official** – we'll send over a short agreement and gather important information.
3. **Join our sponsor community** - we'll feature your organization throughout the year and keep you informed about the community impact you're helping to create.