



2026 SPONSORSHIP PROPOSAL

CONNECT WITH NEW & EXPECTING PARENTS IN THE GREATER HAMILTON AREA!



ATTENDANCE
SPRING 2026*

1,287

new and expecting parents along with their families (not including babies and children) – an amazing turnout for our one-day event!

SPONSORSHIP ACTIVATIONS

CHOOSE ONE



ATTRACTION SPONSOR

Pair your brand with an attraction of the expo (choose one) and get prominent recognition as the presenting sponsor.

- Character Visits
- Soft Play
- Massage Lounge
- Dad/Partner Lounge
- Children Stage
- Balloon House
- Photo Booth
- Car Seat Safety Expert Demo
- Sponsor an Expert Speaker Session



LEAD GENERATION CONTEST

Run a giveaway collaboration to collect attendee email addresses, contact information, and drive traffic to your landing page.



PRODUCT SAMPLING

Let us give out your products at our sample table, coupons in our email, and get your products in the hands of all attendees.

SPONSORSHIP SUMMARY

– ALL SPONSORS RECEIVE –

- 8x10 or 10x10 Booth
- Skirted Table and Chair(s)
- Digital Listing on Interactive Floor Plan
- Ad Space in Email Newsletter to our 10,000 Active Subscribers
- Coupon Offer to All Attendees (post-show)
- Ad Space in Printed Event Program
- Logo on Footer of Emails (30-days Pre Show)
- Link and Logo on Website
- Logo Placement on Event Signage

INVESTMENT & UPGRADES

(PER EXPO)

\$1,500

PER EXPO
(Spring or Fall)

\$2,500

ANNUAL BUNDLE
(Spring & Fall Expos)

SAVE \$500!

OPTIONAL UPGRADES



Attendee list
(name, email, age, stage of parenthood)



Custom Package
(bundle additional activation opportunities)

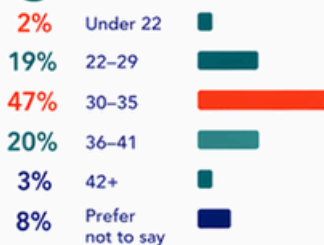


Exclusive Main Stage Sponsor (5 sessions)

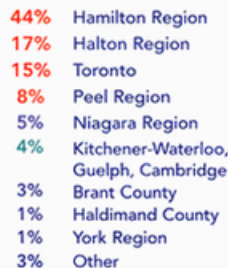
QUICK STATS



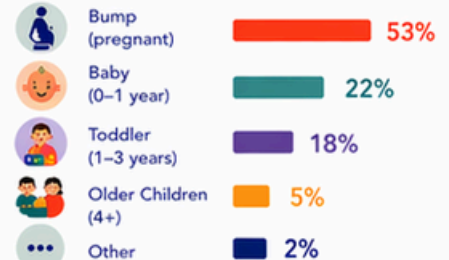
AGE BREAKDOWN



GEOGRAPHY



STAGE OF PARENTHOOD

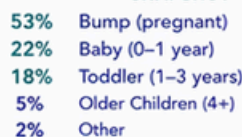


ABOUT OUR EXPO

- Launched in 2009
- Hosted 24+ expos
- Semi-Annual (Spring/Fall)
- New & Expecting Parents in the greater Hamilton Area



STAGE OF PARENTHOOD SNAPSHOT



AGE HIGHLIGHT

67%
of attendees are ages 30-41



EMAIL & SOCIAL REACH

- 10,000** ACTIVE EMAIL SUBSCRIBERS
- 13,000** INSTAGRAM FOLLOWERS
- 6,100** FACEBOOK FOLLOWERS

LET'S CONNECT AND BUILD A PARTNERSHIP FOR YOUR BRAND!

info@bumpbabyandtoddler.com

905-330-2056

bumpbabyandtoddler.com