



# GREATER HOUSTON MOMS

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*Thank you for your interest in  
GreaterHoustonMoms.com*

We are a new addition to the Houston parenting scene and benefit families by helping them explore the bounties of all that the fourth largest city in the nation has to offer! In particular we focus on Mom and how to be of service to her in juggling a busy family life.

## *Regular Features*

- Reviews of Things to Do and Places to go in Houston and beyond
- Directory Lists for Houston Families: Afterschool/ Homeschool Classes & Activities, Field Trips, Tours, Party Locations, Camps, etc.
- Lifestyle Articles applicable to families, with a bias toward the matriarch (e.g. Food—dining & recipes, Household, garden, DIY, Fashion & Beauty, etc.)
- Quarterly Book Club
- Calendar of Events
- Anonymom's musings & confessions about all things "Mom Life"

*To begin your custom sponsorship package please contact Victoria Weaver and take a look at our Sponsorship Agreement on the next page.*

## *Social*

 **GreaterHoustonMoms**

Two Homeschool Groups:  
Members: 821

- [GHMomsHomeschool](#) (public)
- [greaterhoustonhomeschoolers](#) (private)

 **greaterhoustonmoms**

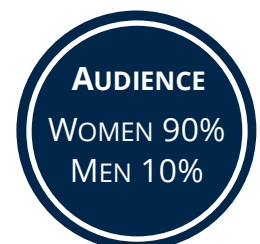
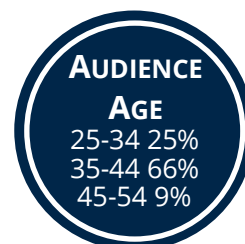
 **@GHMoms**

 **GHMoms**  
Average Monthly Views: 2,657

## *Sponsorship*

We love to work with quality brands that we and our readers do and would use. GHM offers several sponsorship opportunities:

- Events
- Ads
- Giveaways
- Exclusive Discounts
- Reviews
- Sponsored Posts





# GREATER HOUSTON MOMS Sponsorship Agreement

Sponsorship: \_\_\_ Event \_\_\_ Giveaway \_\_\_ Ad \_\_\_ Sponsored Post \_\_\_ Review

Beginning Date of Sponsorship: \_\_\_\_\_ Duration: \_\_\_\_\_

Total Amount of Sponsorship: \$ \_\_\_\_\_ Payment Due Date: \_\_\_\_\_

All payments due two weeks prior to beginning of Sponsorship via Paypal Invoice. Ad space is limited and only confirmed after payment. Invoices will be sent before each subsequent month (quarterly for 3 month sponsors/ biannually for 6 month sponsors), and payment of invoice will indicate a continuation of the sponsorship period. Nonpayment will indicate an end to the sponsorship period. Ads in the sidebar will be placed in the order they are paid. We strive to match our sponsors to readership however no guarantees can be made regarding the success of ads. Sponsorship is non-refundable.

## *Events*

- **Calendar Post—\$15:** Your event will be added to the calendar. You will need to provide all applicable information. The name of the event, date, time, cost, website, contact and information, applicable photo, press release, or flyer (formatted as a JPG or GIF), and event description.
- **Event Highlight—\$50:** A blog post introducing your event, inclusion on the calendar, plus shout outs to social media. Please provide all information above.
- **Event Sponsorship—\$variable.:** Sponsor an event hosted by GHM to provide moms with an opportunity to visit places around town and experience new products and services they never knew they couldn't live without! This could be anything from a playdate, family fun day, mom's night out, date night, and more. Please contact us to customize this option and be prepared to discuss your event goals and budget.

## *Reviews & Sponsored Post:*

**Reviews—FREE:** If you would to submit a product or book for review it does not guarantee a published review, that the review will be positive (we will always provide honest opinions), or that we will get to the product or book within a particular time period. If you think your product or service is a good fit for GHM please contact us for our mailing information.

**Sponsored Posts—\$75:** Sponsored Posts will include an In-Post Link, a shout out on social media, and the option to host a giveaway at no charge. Samples must be provided and will not be returned. If you would like photos they are due at the same time as payment. They must be JPGs or GIFs, no animated images. We will only write posts for products or services that we would use or think our reader would find valuable and we will always provide honest opinions. In the case of a negative experience we will not post the product review.

## Coupon or Discount Code—FREE

If you would to submit a coupon or discount code it does not guarantee publication or on which platform we choose to share the code. Chances of publication are higher if the code is exclusively for GreaterHoustonMoms.com readers. If you think your product or service is a good fit for GHM and our readers would benefit please contact us via email.

## Giveaways—\$50

If you sponsor a post you will have the opportunity to host a giveaway for free. To independently sponsor a giveaway, the cost involved is an administrative fee to cover the cost of running & promoting the giveaway and shipping the item to the winner. The product/ gift certificate/ etc. must be received by GHM before the contest begins.

In the event that the item(s) are expected to exceed \$25 in shipping services or the item(s) require some sort of personalization or specific sizing the item(s) may be shipped directly from the sponsor. However, the sponsor will complete an invoiced payment to GreaterHoustonMoms.com (GHM) in the amount of the item's retail value. Upon the winner's receipt of the item the amount will be refunded to the sponsor within 14 business days. In the event the sponsor does not provide the item to the winner within 30 days of the giveaway's ending date and time GHM will use the invoiced monies to purchase and ship the item and there will be no refund to the sponsor.

The following **Terms** will always be followed and included with the giveaway post:

1. [Description of item/service] and [approximate retail value (ARV)]
2. Giveaways are open to residents of the U.S. ages 18 and up only. Void where prohibited.
3. The start date is [Month Day, Year, Time] and the end date is [Month Day, Year, Time].
4. Unless otherwise stated, contests are one entry per person. Odds of winning are determined by number of entrants.
5. Any information given will be used for the sole purpose of contacting the winner. It will NOT be shared with any outside entities.
6. Unless otherwise stated, all giveaway winners will be randomly selected from all eligible entries; Winners will be contacted via email and given a minimum of 48 hours to reply with their info before another winner is drawn.
7. A list of winners will be available via email with the name of the giveaway you are inquiring about and "winner request" in the subject line.
8. Taxes are the sole responsibility of the winner. No tax forms will be issued for prizes valued under \$600.
9. No purchase is necessary for entry into any of our giveaways.
10. Sponsor information: [Name], [Address]

## Ads

**In-Page Venue/ Camp/ etc. Directory Listing—\$FREE:** We want to be a resource for Houston Moms so we don't want to leave any opportunities out. As such, you may submit a venue, camp, activity, etc. to be included in a directory for FREE. Please include the Business Name, link to website, contact information, short description, appropriate ages, hours, dates, & prices. Submission does not guarantee publication.

- **Premium Directory Listing—\$50/90-days:** Please include all of the above information. You may also include a 250x250 photo. The listing will be highlighted in bold or by a boundary box as page aesthetics dictate.

**Right-hand Sidebar & Footer Ads** (*Ads must be JPGs or GIFs, no animated images. Sidebar is not visible on Homepage*)

Ad Size	Location	1 month	3 months	6 months
350x150	Full-width Sidebar	\$15	\$40	\$75
350x250	Full-width Sidebar	\$20	\$50	\$90
350x350	Full-width Sidebar	\$25	\$65	\$120
350x600	Full-width Sidebar	\$50	\$140	\$275
1200x150	Full-width Footer (above copyright notice)	\$100	\$275	\$550
1200x250	Full-width Footer (above copyright notice)	\$125	\$350	\$675

## *Press Trips*

In return for accommodation (4 nights) in your Hotel, lodge or resort, I am offering the following media package or press trip....

- Full lodging review of published on [www.GreaterHoustonMoms.com](http://www.GreaterHoustonMoms.com).
- Post to social media images of your accommodation daily during my stay.
- I follow/like all of your social media accounts for your accommodations.
- In the event of a positive experience, a link in the 'Accommodations' section of my directory.

I am specifically looking for accommodations that have a family-friendly atmosphere and/ or are good for groups. It is important that the location be convenient to the city's family-friendly sites or have attractions on site. Houston is a diverse city so all types of lodgings are considered.

## *Information for Sponsoring Hotels*

As a professional blogger it is important that:

- The accommodation is suitable for families with children of all ages, pet-friendly is a bonus (but not necessary).
- It must have free WIFI for blogging and social media.
- Our families are eco-conscious, so if your accommodation is green and sustainable that is something our readers would like to know.

## *Terms and Conditions of Media Coverage*

I also agree to sponsored accommodation under the following terms...

- All types of sponsored posts are clearly disclosed.
- My readers value and trust my opinions and as such all posts are my honest opinions.
- Social media promotion will be daily during the trip and agreed articles will be published within 30 days of the stay.