

# North Central Parenting Group (NCPG)

*Sponsorship and Advertising  
Packages 2024-2025*



# Thank you for considering a partnership with North Central Parenting Group (NCPG) for the 2024-2025 year.

As a non-profit organization, we look to the surrounding community to help support our educational programs, operational costs, ongoing curriculum development, tuition assistance and scholarships, and family-centered events and classes.

Not only will your support help us reach our goals, but the participation of your company as a sponsor or advertiser is sure to generate significant exposure to the NCPG members — over 250 Arcadia, Biltmore, Scottsdale, Paradise Valley and Phoenix-area parents of pre-infants to elementary-aged children.

Members of the North Central Parenting Group (NCPG) are:

- Your target audience. With over 250 families, we are the perfect market for your company!
- Dedicated parents who are constantly seeking out the best products, services and activities for ourselves and our children.
- Educated and motivated individuals that are loyal to the brands and vendors we trust.
- Especially supportive of those businesses that support NCPG.

NCPG offers three sponsorship packages which all include advertising in our *Parent Times* magazine. We also offer a la carte advertising. The magazine is published on a bi-monthly basis from September to May. One month, a print copy is distributed before class and the next month it is sent via email to our members.

Sponsorship contributions are tax deductible (Tax ID #74-2416052). Please visit [ncpgaz.org](http://ncpgaz.org) to view our class schedules and to learn more about our organization.

An NCPG member/educator who would like to be a sponsor has the opportunity to purchase one of our current sponsorship packages at a 20% discount. Returning sponsors will also receive a 20% discount if they sign up by July 15, 2024.

Please contact the Sponsorship Co-Directors at [sponsorship@ncpgaz.org](mailto:sponsorship@ncpgaz.org) with any questions regarding the information enclosed.

Thank you!

Julie Meeks, Erica Ptak, Maggie Wead  
*NCPG Sponsorship Co-Directors*

# Sponsorship Packages 2024-2025

	BRONZE \$ 5 0 0	GOLD \$ 1 , 5 0 0	PLATINUM \$ 2 , 5 0 0
1/2 page ads in <i>Parent Times</i> magazine	✗	✗	✓
1/4 page ads in <i>Parent Times</i> magazine	✓	✓	✗
1 featured article in <i>Parent Times</i> magazine	✗	✓	✓
Social media posts & Highlight Reel	✓ 1 Post	✓ 2 Posts	✓ 3 Posts
Table at pre-class gatherings/breakfast	✓ 1 table	✓ 2 tables	✓ 2 tables
Classroom visit on 1 class date	✗	✗	✓
Table at Fall & Spring family events	✗	✓ 1 event	✓ 2 events
Logo on website & email newsletters	✓	✓	✓

\* Bronze sponsors cannot change ad throughout the year

## ALL SPONSOR PACKAGES WILL RECEIVE THE FOLLOWING

- Logo featured in each *Parent Times* magazine, bi-monthly email newsletters, email announcements (sent every two weeks), and on ncpgaz.org with a link to your homepage.
- Opportunity to participate in our 'welcome back' member swag bags. Examples: sunscreen with business logo, pool safety whistle, custom coupons, etc.
- Sponsor highlight reels on our NCPG member-only Instagram.

**ADD-ONS:** These items can be purchased in addition to any other sponsor package. Current sponsors are only able to purchase these add-ons a la carte:

- Sponsor Table at 1 Family Event: \$250
- Pre-Class Breakfast Table: \$100
- 1 Classroom Visit: \$500

# Package Descriptions

**ADS:** 1/2 page and 1/4 page ads are provided with priority placement based on level of sponsorship in each NCPG *Parent Times* magazine which is published five times from September through May.

**FEATURED ARTICLE:** Opportunity to write a featured article for one issue of NCPG *Parent Times* magazine (600-word limit plus up to three photos). If an article is not something that fits your business, we would also love to feature a craft, recipe or list regarding an appropriate topic from your business.

**SOCIAL MEDIA POSTS:** Posts on private NCPG member-only Instagram.

**SPONSOR TABLE AT FAMILY EVENTS:** This is an opportunity to share your organization/business/service with multiple members of our NCPG families as they often attend these events with their spouses and extended family.

**SPONSOR TABLE AT PRE-CLASS GATHERING/BREAKFAST:** Promote your company by meeting our members, passing out information and/or hosting a giveaway/raffle at your featured sponsor table. Opportunity to speak for a few minutes about your company during the President's announcements at the pre-class gathering.

**CLASS VISITS:** This is an opportunity to visit all our classrooms on 1 class day and engage with our members in the more intimate environment of their classrooms.

# A La Carte Advertising Opportunities

	Frequency	Cost
Social media post on Instagram page	1 post 3 posts	\$100 \$250
Full Page <i>Parent Times</i> Magazine Ad	1 issue	\$400
1/2 Page <i>Parent Times</i> Magazine Horizontal Ad (7.5"x4.5" non bleed)	1 issue All issues	\$250 \$1,000
1/4 Page <i>Parent Times</i> Magazine Vertical Ad (3.625"x4.5" non bleed)	1 issue All issues	\$150 \$500
Featured Article (600 word limit with up to 3 photos)	1 issue	\$500

## AD SPECIFICATIONS & SUBMITTAL

4-color, CMYK, 300 dpi minimum, Hi-resolution PDF or JPEG. For full page ads, please add 1/8" bleed and provide with crop marks and bleed included.

### FULL PAGE AD

Trim: 8.5" x 11" 2-4

Bleed: 8.75 x 11.25" (1/8" bleed)

Floating: 7.5" x 10"

### 1/2 PAGE HORIZONTAL

7.5" x 4.5" (non-bleed)

### 1/4 PAGE VERTICAL

3.625" x 4.5" (non-bleed)

**Additional Design/Formatting Fees:** If you are unable to provide an ad per the above specifications, we can help adapt an existing ad for you. Depending on the artwork provided, we charge a nominal fee as follows:

- Full Page: \$100+
- Half Page: \$75
- Quarter Page: \$50
- Complete ad design is also available.

Please contact [sponsorship@ncpgaz.org](mailto:sponsorship@ncpgaz.org) with advertising-specific questions.