

# 2022 BOO BAGS

\* Boo Bags were a huge success in our community in 2021!!

## Macaroni KID®

Folsom - El Dorado Hills





# FUN WAYS TO ENGAGE NEW CUSTOMERS AND CLIENTS!

Sponsors of the 2021 Halloween Boo Bags had the opportunity to include Halloween themed items in the bags that reached 150-300 families.

Each item they included was touched by the 150-300 moms as they went through the bags with their kids.

Not only does that create strong name recognition, but it attaches a positive emotion to their thoughts about the businesses who were included.

They'll definitely think of our sponsors when they have the need for them!





# Campaign Stats



## SIGN UPS

- 300 moms requested Boo Bags
- 1 mom signed up to deliver Boo Bags
- 350 Boo Bags delivered to local families



## WEBSITE STATS:

- 4 Boo Bags articles published in four newsletters
- Articles received 35,000 newsletter impressions



## SOCIAL MEDIA STATS:

- 35 Facebook posts
- 40 Instagram posts
- 100 Instagram stories

# 2022 Boo Bags Sponsors

Who Wants to Help with this FUN  
COMMUNITY EVENT?  
THIS COULD BE YOU!

# ARTICLE EXPOSURE WITH A SIGN UP FORM

Sponsors received recognition in the event announcement article which includes links out to each business.

The entry form also shows all the sponsor logos before followers can signup.

The screenshot displays the Macaroni KID website interface. At the top, the Macaroni KID logo is visible, along with navigation links: "Change Your Town", "Be a Publisher", "SUBSCRIBE", and "National Edition". Below the header, a secondary navigation bar includes "Thornton | Northglenn | Westminster, CO", "ARTICLES", "GUIDES", "EVENTS", "DIRECTORY", and "SEARCH".

The main content area features an article titled "Enter to Win a Halloween Boo Bag and Share One With Your Neighbors!" dated "October 6, 2021". The article includes social media sharing icons for Facebook, Twitter, Pinterest, and Email. The article's main image is a vibrant orange poster for "Halloween BOO BAGS". The poster features a cartoon ghost wearing a witch hat and the text: "Halloween BOO BAGS", "Let's spread some Halloween fun!!", "Macaroni KID Thornton | Northglenn | Westminster", and "Thanks to our Title Sponsor: [Sponsor Logo]".

On the right sidebar, there are two promotional banners. The top banner is for "Macaroni KID PUMPKIN PATCHES" in Thornton, Northglenn, and Westminster, sponsored by "PAPA JOHN'S". The bottom banner advertises "UP TO 50% OFF FAMILY FUN" with a "SHOP NOW" button, featuring the CertifiKID logo and a photo of a child in a ball pit.

At the bottom of the page, there are additional logos, including "MATE" and a photo of people walking outdoors.



# Join us NOW as this takes a lot of planning and organization!



## **\$1000 Sponsor (2 available)**

- Logo on the front of 150 flyers
- Opportunity to help deliver or have your business be a pick up location
- 2 social media posts from now through November 2022 (\$50 per month value)
- You may add 150 personalized items in the buckets.
- 1 EBlast to our 6,000+ email list (\$350 value)

## **\$300 Sponsor**

- 300 items in the buckets
- 2 social media posts from now though November 2022(\$50 per month value)
- 12 months in the business directory (\$149 value)
- 1 tiktok video about your business (\$140 value)

## **\$150 Sponsor**

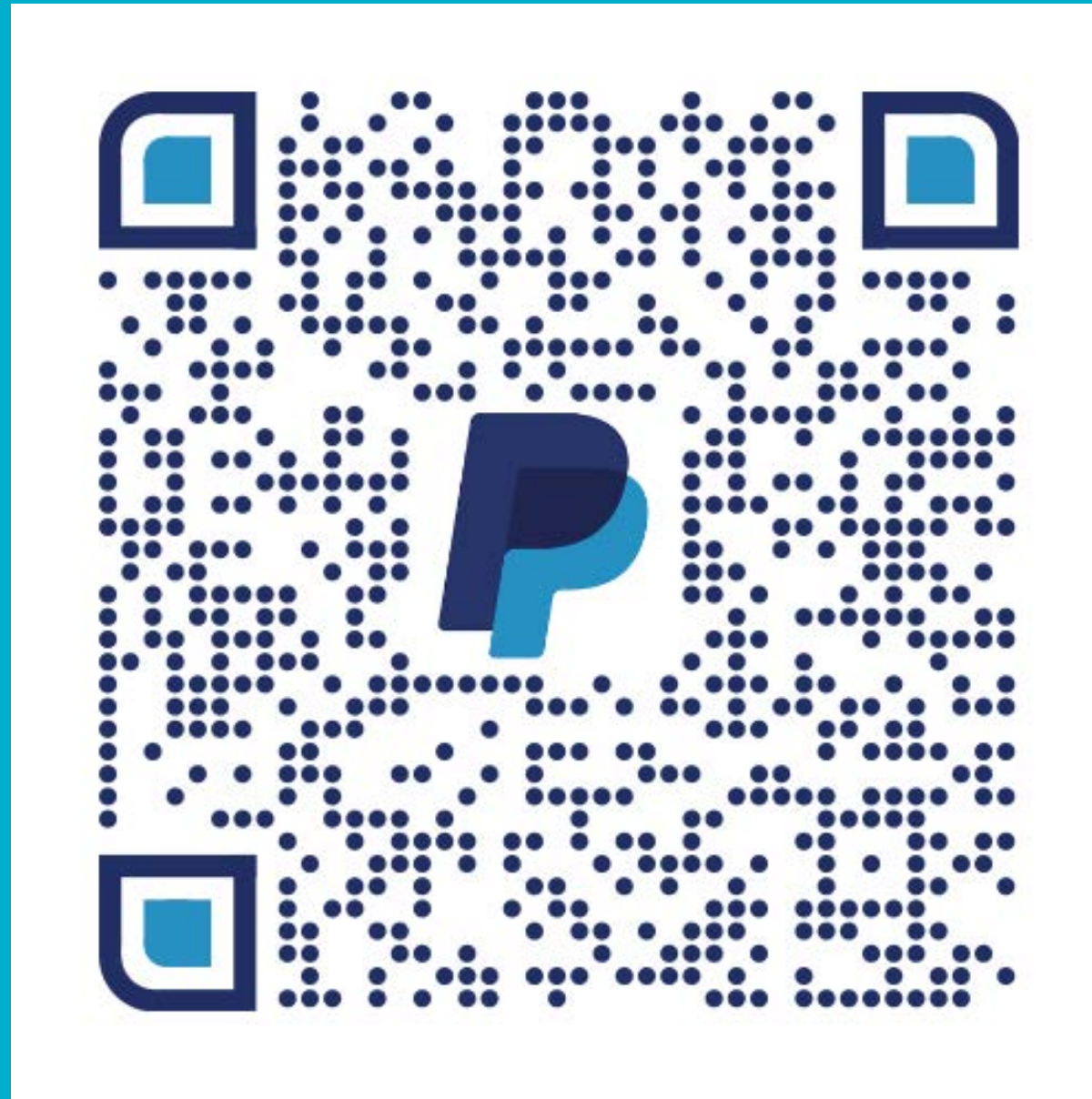
- 150 items in the buckets
- 2 social media posts from now though November 2022(\$50 per month value)
- 12 months in the business directory (\$149 value)
- 1 tiktok video about your business (\$140 value)

First businesses to sign up will get a FREE 1/2 page advertisement in Sacramento Family Magazine





Send Payment Via PayPal to lock in your spot



Questions? Email me at [mackidfolsomca@macaronikid.com](mailto:mackidfolsomca@macaronikid.com)