



HEART OF MISSOURI
WOMEN'S SHOW 2025

Educate Empower Enjoy

**FRIEND
SPONSORSHIPS**

MARCH 7-8, 2025

COLUMBIA MALL

BROUGHT TO YOU BY

Andrea Lyn 
EVENTS



HEART OF MISSOURI

WOMEN'S SHOW 2025

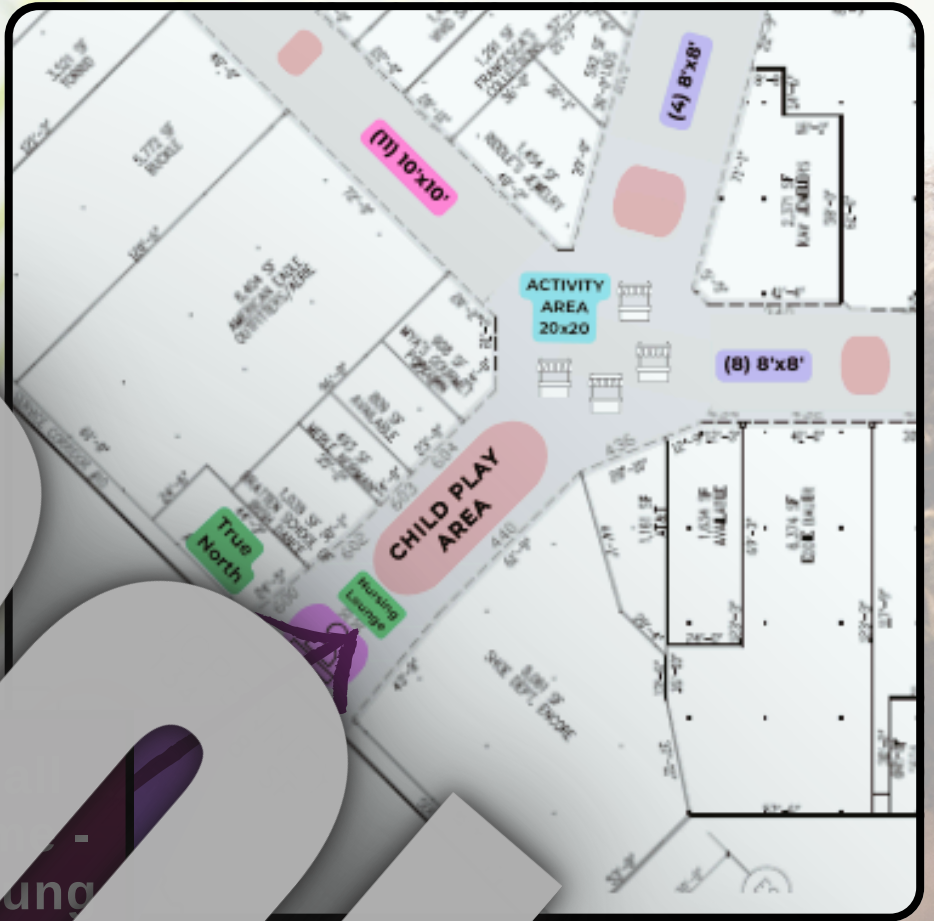
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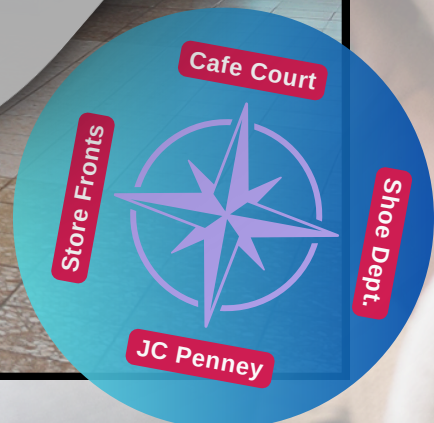
SPONSORSHIP

*Nursing Area & Mama Resources
Young Childhood Activities*

PRIVATE BUBBLE TENT LOCATION



This private lounge
will be
and provide
location for
and
littles.





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THREE
Available

Mother's Lounge Sponsorship

We are all celebrating amazing mid-Missouri women around us at The Heart of Missouri Women's Show. It is important to us that all types of women feel comfortable and able to attend this event. As part of our mission, we want to create a spot where they can retreat, catch up for their friends and then have fun. This two day event will be filled with engaging activities for all ages. Makers Market, energetic dance party, cocktail hour, networking sessions, locally curated Saturday breakfast, and celebratory luncheon. Your partnership will be a dynamic and fun way to produce an inaugural show like none other in Missouri.

PRE-EVENT EXPOSURE

- **Featured** on the Heart of Missouri Women's Show website as one of the Mother's Lounge Sponsors
- **Featured** on the Heart of Missouri Women's Show website as one of the Mother's Lounge Sponsors
- At least **(2)** featured on leading local print and digital media outlets
- **Included** on select event marketing materials up to the event including marketing
- **Featured** on ticket website and email communications sent to all attendees
- **Featured** on event communications and social media posts prior to the event

DAY-OF EVENT EXPOSURE

- **Prominent** signage and table display for marketing materials at the Mother's Lounge
- **Opportunity** to place marketing materials in the Mother's Lounge
- **Opportunity** to place marketing materials in the Mother's Lounge

At Andrea Lyn Events, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in a sponsorship but have a different idea of a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.

Your Sponsorship Valuation

Our event sponsorships are an investment in which you can believe. To that end, below you'll find the value of each sponsorship perk your business will receive:



	Perk Value
Sponsor Right	\$300
Event Material	\$175
...	...
...	...

Valued @ \$575

Your Investment:
\$575 Cash

We are excited to partner with you and can't wait to get started!
An invoice will be processed and you will receive a copy to your address for confirmation. We request all payments be processed by check or cash and checks by mail.

Andrea Lyn Events
207 Peach Way, Ste #C
Columbia, MO 65201

Please also provide a logo in JPG or PNG format for usage in visual advertisement to jonathan@andrealynevents.com. We'll be in touch for other assets as we begin the partnership journey together!



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**WELCOME
SPONSORSHIP**

*Four Spots for Making
Every Woman Feel Loved...*



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Welcome Sponsorship

Be the **first** to **greet** and **guide** attendees at the **2025 Heart of Missouri Women's Show**. As one of **four exclusive** Welcome Sponsors, you'll have a **prime** opportunity to make a **lasting** first impression on visitors. Position your brand as an **integral** part of the event experience, providing **essential information** and a warm welcome to all attendees. From pre-event promotion to post-show insights, you'll enjoy valuable visibility and unique opportunities for direct attendee interaction.

PRE-EVENT EXPOSURE

- **Featured** on the Women's Show website and social media as a Welcome Sponsor
- **Included** in select event marketing highlighting show amenities and attendee experience
- **Highlighted** in event communications about on-site facilities and information points

DAY-OF EVENT EXPOSURE

- **Prominent** sponsor signage at your designated welcome/info booth
- **Opportunity** to display company banners or pop-up displays at your welcome area
- **Dedicated** space to distribute company information and branded swag to attendees
- **Logo** placement on Show Map, indicating your welcome booth location
- **Opportunity** for direct interaction with attendees throughout the entire event

Staffing Requirements

- Must provide at least one staff member to be present and work alongside our Show team member at the welcome/info booth throughout the entire event
- Staff will need to attend a short training session on the Day-of the Event to be able to answer FAQ questions alongside the Show team member about the event



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Your Sponsorship Valuation

Our event sponsorships are an investment in which you can **believe**. To that end, below you'll find the **value** of each sponsorship category your business will receive:

Perk Provided	Perk Value
Premium Brand Exposure at Key Entry Point	\$300
On-Site Presence and Direct Attendee Engagement	\$200
Event Information Training and Insider Status	\$100
Marketing & Vendor Visibility	\$150

Your Investment:
\$750 cash

The sponsorship values presented here are carefully calculated based on comprehensive research and industry best practices. We're committed to providing transparent, justifiable valuations that deliver real ROI for our sponsors.