



# SPONSORSHIP PACKET 2023

*Reach a strong and growing community of men that  
are redefining fatherhood*

Featured by:



The Boston Globe The New York Times WALL STREET JOURNAL

The National At-Home Dad Network empowers at-home dads and champion a culture that recognizes them as capable and competent parents.

Our Mission is to provide advocacy, community, education and support for families where the fathers are primary caregivers for their children.

The National At-Home Dad Network is 100% volunteer-run with an elected Board of Directors. As a 501(c)(3) non-profit organization, the funding sought through sponsorships of HomeDadCon is used to fulfill our four pillars of community, support, education and advocacy.

# HOMEDAD CON

Businesses searching for exposure to a growing trend in fatherhood are invited to become a sponsor of The National At-Home Dad Network and HomeDadCon 2023!

We empower confidence in dads through our Convention, website, social media, and advocacy initiatives. By partnering with NAHDN, you can build a connection to a vibrant national network of dads.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget.

# SPONSORSHIP BENEFITS & DETAILS

Dads are an important part of the conversation when it comes to choices centered around what is best for their families. Being a sponsor of The National At-Home Dad Network and HomeDadCon will put your company's brand front and center in that conversation. Sponsors can gain access to our 5,000 newsletter subscribers throughout the year with sponsored content. Take this opportunity to support these men who are helping to redefine fatherhood in the 21<sup>st</sup> century.

We provide value to sponsors by:

- Providing opportunities to market your products and services to our niche network of dads
- Providing you with the opportunity to support influencers in the fatherhood community
- Connecting your brand to a vibrant social media community of dads, both at the Convention and via our website, newsletter, and social media outlets

HomeDadCon Sponsorship Levels	Presenting Sponsor	Breakout Sponsor	Activity Sponsor	Convention Sponsor
Value	\$5,000	\$2,500	\$500	\$250
Sponsorships Available	1	2	Unlimited	Unlimited
Inclusion in monthly content emails	4	1	1	1
HomeDadCon 2023 Benefits:				
Recognition as Presenting Sponsor (HomeDadCon 2023 presented by [your company]) in all communications, advertising, and materials	✓			
Named sponsor of Breakout Room	1	1		
Named Sponsor of Convention Activity			1	
Tickets to event	4	2	1	
Option to host one full-registrant 30 minute breakout session per day	Negotiable			
Opportunity to have representation at the Convention (5 Available)	Table	Table	Table	Table
Name and logo placement:				
Convention t-shirts (front mention)	Logo			
Convention t-shirts (back mention)	Logo	Logo	Logo	Logo
Full-color ad in event program	Double page	Half page	Qtr page	Logo
Signage at event	Logo	Logo	Logo	Logo
Logo and Link on Sponsor page of event website	✓	✓	✓	✓
Logo in NAHDN Newsletter	✓	✓	✓	✓
Promotion:				
Social Media postings/hashtag promotion	2x prior to Event	Negotiable		
Media promotion and press releases	✓			

The National At-Home Dad Network Partner Levels	Legacy Partner	Podcast Partner	Webinar Partner	NAHDN Supporter
Value	\$5000	\$1000	\$1000	\$250
Sponsorships Available	2	Unlimited	Unlimited	Unlimited
Length of Benefits	Full Year			
NAHDN Weekly Podcast Presented By		✓		
NAHDN Monthly Webinar Presented By			✓	
Tagline or Ad in Podcast/Webinar	✓	Podcast	Webinar	
Podcast/Webinar Thanks To Partners	✓			
Inclusion in Monthly Newsletter	✓	✓	✓	✓
Logo & Link on NAHDN.org Main Page	✓			
Logo & Link on NAHDN.org Sponsor Page	✓	✓	✓	
Legacy Banner with Logo At Events	✓			
Signage at HomeDadCon Thanking NAHDN Sponsors	✓	✓	✓	✓
Sponsor Table at HomeDadCon	✓			
Convention t-shirts (back mention)	Logo			
Full-color ad in HomeDadCon program	Half Page			
Thanks to NAHDN Sponsors in program	Logo	Logo	Logo	
Logo and Link on Sponsor page of HomeDadCon	✓	✓	✓	
Social Media postings/hashtag promotion	✓	✓	✓	✓
Media promotion and press releases	✓	✓		

## Other Sponsorship Opportunities

**\* In-Kind Opportunities:** Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please let us know. In-kind items appreciated are: travel vouchers, factory-sealed snacks & drinks, educational materials, promotional assistance and printing services.

**\* Other Ideas:** Are you interested in providing support to HomeDadCon with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner with the National At-Home Dad Network? Sponsorship proposals can be customized to meet your business needs by reaching out to us at [sponsor@athomedad.org](mailto:sponsor@athomedad.org)

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level.  
Completed forms can be returned to [sponsor@athomedad.org](mailto:sponsor@athomedad.org).  
Please don't hesitate to contact us with any questions.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

HomeDadCon Sponsor

\_\_\_ \$5,000 Presenting Sponsor

\_\_\_ \$2,500 Breakout Sponsor

\_\_\_ \$500 Activity Sponsor

\_\_\_ \$250 Convention Sponsor

The National At-Home Dad Network Partner:

\_\_\_ \$5,000 Legacy Partner

\_\_\_ \$1,000 Podcast Partner

\_\_\_ \$1,000 Webinar Partner

\_\_\_ \$250 NAHDN Supporter

## THANK YOU FOR SUPPORTING

### DADS, KIDS and FAMILIES!

Once we receive your completed sponsorship form, NAHDN staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.ai or .eps preferred) to:  
[sponsor@athomedad.org](mailto:sponsor@athomedad.org)

All materials will be sent for your approval before going to print.

\$

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

# THANK YOU

The National At-Home Dad Network is committed to provide advocacy, community, education and support for families where the fathers are primary caregivers for their children. We thank you for your support of our Mission.



## Find us on Social Media

HomeDadNet



@homedadnet



National  
At Home Dad  
Network



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National  
At-Home Dad  
Network

athomedadnet

+AthomedadOrg

[www.athomedad.org](http://www.athomedad.org)

[sponsor@athomedad.org](mailto:sponsor@athomedad.org)