

**The new  
holiday**

*by dads ... for dads*



**Connect • Support • Celebrate**

**Sponsorships**



# Join us

## Spend time with other dads on the night before Father's Day

Dads make each other stronger when they can share ideas and tell stories.

Fathers Eve® is the growing way to connect with other dads while doing some good for the local community.



Join us for a night of fun, in-person, manly activities, and fatherly conversations.

### When

Saturday, June 15, 2019; **8pm Toast "To the Dads"**

### Where

**150+ Cities** nationwide in 2019

### Target Demographics

Dads, males, 25 - 60 yrs old. New dads, experienced dads, stay-at-home dads, step-dads, military dads, gay dads, divorced dads, **all dads!**

### Expected Attendance

**10,000+** dads in-person

### Media Exposure

**3,000,000+** on Social Media

### Format

Hosted events at local establishments or private events at residences; **on-site activation** & demos

### Tickets

**Free in most markets** or \$20 average for registration & giveaways; Fundraising, auctions, etc are optional

### Charity

Many locations have a **charity component** for local fundraising



# The NEW holiday

## Dads supporting dads

Fathers Eve® was founded by a group of dads with a vision of connecting with each other, supporting good causes, and celebrating one of the most important experiences in a man's life. They believe fatherhood is a team sport and dads play better when they play together.

In 2018, events were held in 42 cities across the country and we project that 2019 will more than triple that, exposing your brand to over 3 million dads via events, social media, and traditional media.

**Fathers Eve brings a group of dads together one night each year to celebrate dads, to share ideas and advice, and to support each other and our communities.**

**Your sponsorship can include:**

### Podium Recognition

Hosting dads proudly thank your brand prior to the toast **"To the Dads"**

### Print & Online Branding

Host planning materials feature your logo

### Social Media Shoutout

Event build-up starts several weeks prior to Father's Eve and posts feature your logo

### Logo on Website and Facebook group page

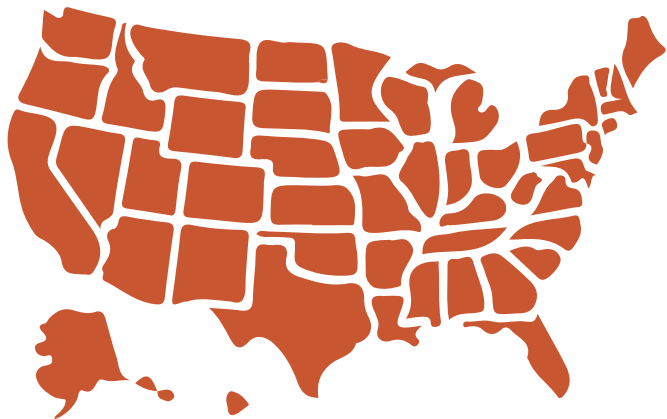
Dads seeking to host or attend an event see your logo on our online resources

### Logo on Program Slideshow

If the event includes an AV component, your logo will appear on the sponsor carousel

### Tickets to the local event of your choice

Tell us where you want to participate in person and we'll hook you up



# Catching fire

be a  
part of  
something  
great

**For National, Regional,  
and Local sponsorship  
opportunities, please  
contact:**

JohnFrancis@FathersEve.com  
612.868.0745

**The success and growth of our events tells us that  
people love Fathers Eve.**



Featured on NBC national news, with over 50K online views and various local TV news & radio segments around the USA



Our social media and traditional media outlets reached over 3 million users, 2018 had expanded national exposure



Now, 57% of dads are the final decision maker on household goods and 37% share responsibilities with their partner equally



The time Dads spend with their kids now has tripled since the 60's, and the trend is continuing



Nearly 2,000 members in our email database with a Facebook, Instagram, and Twitter following of 10,000 and growing