



www.**GreatKidsStuffSale**.com

SPONSORSHIP PACKAGE



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# THE GREAT KIDS STUFF SALE SPONSORSHIP

*Gain access to a network of moms across the GTA*

The Great Kids Stuff Sale (GKSS) is a semi-annual sale and charity drive that proudly supports the North Toronto MOMS Group through the sale of high-quality, gently used children's items from newborn to age 10. In the past 40+ years, more than 30,000 moms and families have attended where they have been introduced to numerous products and services through our sponsors program and social media engagement.

**SPRING SALE:**  
Saturday, April 13  
@ Eglinton St  
George's United  
Church



**NORTH TORONTO**  
**MOMS**  
GROUP

The North Toronto MOMS Group is a non-profit organization that provides a social platform for mothers of all stages to come together and connect through weekly meetings, social events and playgroups. In the past 50 years, more than 2,500 moms have been part of The MOMS Group. Our GKSS Executive Team, who makes this all happen, is made up of past and present MOMS Group members who volunteer their time to give back to the community.

**Contact:**  
[info@greatkidsstuffsale.com](mailto:info@greatkidsstuffsale.com)



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## OUR REACH

**500+**

people attend each sale

**1500**

people on our GKSS mailing list

**400+**

unique web visits/month to  
www.northtorontomoms.com

**320+**

unique web visits/month to  
www.greatkidsstuffsale.com

New and experienced moms ages  
~ 20 – 44

Researchers, digitally savvy and  
connected on social platforms

Enthusiastic about products and  
services that improve the quality  
of their life

Active in sharing and gathering  
recommendations from others in  
the community

**20,000+**

moms reach through Facebook  
campaigns

**3% - 13%**

clickthrough (industry avg <1%)

**400+**

members in our private North  
Toronto Moms Facebook group

**340+**

newsletter subscribers





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# SPONSOR PACKAGES

We're always looking for gift cards or products for our volunteer raffle

	Gold	Silver	Bronze	Raffle prize
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<b>Website:</b> logo and clickthrough on the Great Kids Stuff sale and North Toronto Moms group websites	✓	✓	✓	✓
<b>E-Newsletter:</b> sponsor spotlight in North Toronto Moms Group e-newsletter with clickthrough link	✓	✓	Name and logo only	
<b>Social Media (GKSS and NTMG pages):</b> Facebook logo and clickthrough, Instagram logo and tag	2 (pre & post sale)	1 (pre sale)		Included in raffle thank you post (name and tag)
<b>At sale:</b> placement of your logo on all posted maps/banners on sale day	✓			
<b>Other:</b> looking for something specific? Reach out to discuss	✓	✓	✓	✓
<b>Annual commitment (12 Months)</b>	\$550	\$360	\$170	N/A
<b>Semi- Annual commitment (6 months)</b>	\$300	\$200	\$100	N/A

<sup>1</sup> The post sale social media can be scheduled any time after the sale and can feature content of your choosing. Please arrange at time of Sponsorship.

<sup>2</sup> Spring Sale Term (March through August) or Fall Sale Term (September through February)



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# COMMUNITY OUTREACH

All leftover items are donated to various charities across the GTA

Charity donations are allocated based on the charity's requests

Select items are pulled specifically for families in the community based on their needs

**~14,000**  
items donated  
annually



# Interested in sponsoring?

Contact us at  
[info@greatkidsstuffsale.com](mailto:info@greatkidsstuffsale.com)



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