



boutiquemarkets™



mathilda's market™



sponsorship prospectus 2014

boutique markets // mathilda's market // tween2teens market



to market, to market...

For further information contact
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Community integration and engagement is a crucial strategy for any business and we believe that our markets provide an effective vehicle for this.

Our business strategy is simple – to foster a home for the very best creative retail events in Australia. Both markets began as amazing places to shop but have now evolved to become much more than that. Through our interaction with customers via our social media, blog and e-tools, we have come to realize that our markets offer more than just shopping events – each has created a thriving and interactive community.

From retailers to our retail customers, we are proud of our reputation for building ongoing relationships with our stakeholders.

In 2014, we will continue to grow our national program of events and invite you to share our vision. Enjoy the relationships that we have established and leverage off the interactive communities that belong to our brands.

Rachael

**RACHAEL ZELENSKY // DIRECTOR
Boutique Markets, Mathilda's Market
& Tween2Teens Market**

We don't believe in offering a "one size fits all" approach to our business partnerships, instead, we hope to tailor our offering to suit your individual brand and marketing objectives.

Please feel free to review the many benefits that we have on offer for each of our market brands and speak with our PR team to tailor a partnership that suits. Of course – we are always open to new ideas and promotional tactics to don't be shy if you have any concepts of your own that you would like to see actioned!

We look forward to possibly working with you in 2014.



market metrics

- **Multiple geographic areas** (choose state or national partnerships)
- **Typical 25 – 45 AB profile** with children under 12 year with above average discretionary income

- **Loyal subscribers database**
40k+ nationally (state metrics also available)
- **High website visitation**, average of 30k unique visitors per month
- **Loyal following** of over 17k Facebook & over 1000 Twitter & blog followers

Mathilda's Market is a national boutique shopping event that showcases the very best designers and retailers of unique and limited edition baby and kids merchandise.

The markets present the perfect opportunity for you to promote your brand and product range to a niche and captive target audience.

Choose from the many partnership benefits on offer and we will tailor a sponsorship package that best meets your brand and marketing objectives.

Available benefits for sponsors include:

- **Home page** advertising (NP) and/or advertising on website **content pages**
- Online **promotion/giveaways** (NP)
- Advertising in **e-newsletters** (NP + SP)
- Advertising in the quarterly **Mathilda's Magazine**, distributed to the national database & Playgroup Australia's social media platforms.
- Opportunity for editorial inclusion in **Mathilda's Magazine**
- Opportunity to **distribute brochures** at each market (NP + SP)

- **Social media** promotion/giveaways (NP)
- **Prominent exhibition space** at events
- Opportunity for **signage at market events**
- Acknowledgement as a major sponsor on all 2013 collateral including brochures, advertisements and media releases .
- Acknowledgement as a **major sponsor** on all 2013 print advertisements including **Peekaboo Magazine**
- Opportunity for **exclusive e-solus eDM** (to state or national databases)

(NP) – Available to national partners only

(SP) – Available to state partners only



market metrics

- **The Boutique Markets** site ranks #1 in Google with keywords “boutique” and “markets”
- **Visible Achievers** profile, interested in high quality living
- **Above average discretionary income**
- **High website visitation**, average of 15k unique visitors per month
- **National subscribers database** of approximately 42,000
- **Loyal following of** over 6.5k Facebook & 1.8k Twitter & blog followers

Boutique Markets, showcasing each state’s best creative talent, offers a diverse range of limited edition products from gourmet food, to fashion and homewares.

The markets present the perfect opportunity for you to promote your brand and product range to a niche and captive target audience.

Choose from the many partnership benefits on offer and we will tailor a sponsorship package that best meets your brand and marketing objectives

Available benefits for sponsors include:

- **Home page** advertising (NP) and/or advertising on website **content pages**
- Online **promotions/giveaways** (NP)
- Advertising in **e-newsletters** (NP + SP)
- Opportunity for editorial and/or advertising in **Mathilda’s Magazine** the quarterly publication of Boutique’s sister market.
- **Social media** promotion/giveaways (NP)
- **Prominent exhibition space** at events
- Opportunity for **signage at market events**

- Opportunity for **brochure or show bag distribution** at market events
- Acknowledgement as a **major sponsor** on all 2012 collateral including brochures, advertisements & media releases.
- Acknowledgement as a major sponsor on all 2012 print advertisements including **Real Living, Homestyle File & Home Beautiful** (NP)
- Opportunity for **exclusive e-solus eDM** (state or national databases) (NP)= Available to national partners only (SP)= Available to state partners only