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# Create Your Dreams

## 5<sup>th</sup> ANNIVERSARY

### PROJECT OVERVIEW

*Creating Her Dreams – Living Portraits of Modern Working Moms* will interview, film and photograph prominent working mothers of various professions and backgrounds – many of whom are past recipients of the Create Your Dreams Awards.

These stories and insights of the struggles, triumphs and joys of being a working mother would work towards re-defining what it means to be a mom. These luminary figures are blazing a trail for other working mothers to reach their highest potential.

The project will let women know they are not alone in this struggle and bring awareness to the community of what working mothers have dealt with through the decades. Working mothers are still a very underserved, under-recognized market. Even though they are responsible for driving our national economy, they are still silently dismissed from advancement and opportunity in the workplace and in business simply because they have children.

### BACKGROUND

Moms In Business Network, the only national organization representing entrepreneurial, executive and CEO moms hosts the Create Your Dreams Awards – the national awards honoring the achievements of outstanding working mothers. Each year the event honors six outstanding women of national prominence, awards the only national grant available to mom business owners, and raises money for charitable causes. In 2008, the awards were advertised to over 1 million readers and television viewers.

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## AUDIENCE

Working Mothers influence everything... from what we eat, to the way we dress, to what we drive.

There are 64 million working mothers in the United States and they account for nearly \$2.1 Trillion in annual spending. According to the Census Bureau, nearly 44% of the 10+ million women business owners have children under the age of 18. 64% of corporate executive women have children.

Moms in business (owners and executives) account for approximately \$2 Trillion dollars in personal spending combined with at least \$200 Billion dollars in annual business receipts.

Moms rely on other moms for product and service recommendations when they consider what to buy. They are more likely to buy a product when the recommendation comes from a mom they admire and respect, and they are more likely to buy when they are respected as being smart and savvy business women and a great mom.

In addition, moms are more likely to look for and buy from companies that have strong policies in supporting working mothers.

Moms buy for an average of three people. Business moms buy for those same three people, plus their entire business. She likes to save time and money buy buying from the same company for both home and business. **This makes mom business owners a prime market** for companies that offer products and services that make her actions more effective and her life simpler.

Companies offering solutions that make mom's life easier and more organized so she can be more effective for her family and her business will have a lifetime customer.

## MEDIA PARTNERS

(partial list – this continues to grow)

- Public Relations
- Newswire
- Publicity Tour
- Social Media Outreach
- Print Advertising
- Online Community Partners
- Television Partners

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## PROJECTIONS

- We are currently negotiating with an online media partner. This partner will deliver the film online to its 62 million customers via iphone messaging, small business resource center, and an advertising program specifically targeted to working mother clients.
- Premiere Parties to benefit charities in locations around the country will premiere the special the week of Mother's Day.
- An online "word of mom" campaign will be initiated via email and online communities targeting moms.
- We expect approximately 1 million viewers of the special.
- We project a minimum of 1 million readers, viewers of online, television, and print advertising which will include top sponsors.

## SPONSORSHIP/UNDERWRITING

If your company which offers products or services that do **one or more** of the following, you would benefit from sponsorship:

- 1- Make mom's life simpler, more successful, or more fulfilled.
- 2- Make mom business owners more successful.
- 3- Give moms a sense of balance and being a "good mother".
- 4- Are noted as a great place to work and want to promote that fact.
- 5- Want to increase their sales to moms and children.

Please contact us to receive a full outline of sponsorship opportunities.

Contact:  
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800-790-MIBN (6426) ext. 212

[www.CreateYourDreamsAwards.com](http://www.CreateYourDreamsAwards.com)