



CAMOM Sponsorship Levels & Benefits

Sponsorship Level	Benefits
Level 1 (\$250) “Singleton” Level	<ul style="list-style-type: none"> Listed as sponsor on CAMOM website and social media forums including CAMOM’s public Facebook and Instagram accounts and member-only Facebook group. Sponsor logo displayed on CAMOM homepage with active link to sponsor webpage Invitation to meet-and-greet with members at annual CAMOM Family Summer Picnic
Level 2 (\$500) “Twin” Level	<p><i>Level 1 features and:</i></p> <ul style="list-style-type: none"> Opportunity to present at one monthly general club meeting annually Listed as sponsor in CAMOM welcome packets (distributed to new and prospective members including coupons, business cards, samples, etc.) Featured on CAMOM webpage, social media, and <i>Multiples Matters</i> e-newsletter for a one-month duration as our “Spotlight: Meet our Sponsor”. Sponsor materials/samples of choice displayed at monthly general meeting (virtual meetings will incorporate a title card for the sponsor) Sponsor logos converted into stickers as a craft activity for children, lanyards, and goody bags at CAMOM events
Level 3 (\$1k+) “Triplet” Level	<p><i>Level 1 & 2 features and:</i></p> <ul style="list-style-type: none"> Sponsor company logo to be permanently displayed alongside club banner at major events including monthly meetings and annual family events. Exclusively named sponsor at least one large CAMOM event in central Columbia
Special Level (\$225) “CAMOM Cares” <i>Limit 2</i>	<ul style="list-style-type: none"> Support CAMOM’s philanthropy initiatives, specifically through care baskets for parents of multiples at the neonatal intensive care unit of Howard County General Hospital (Columbia, MD). Sponsor company logo displayed inside baskets Listed as sponsor on CAMOM website and social media forums as contributing to the initiative.

**Annual sponsorship is preferred from August 1 through July 31 (CAMOM’s fiscal year).
We will also accept additional annual sponsors on a rolling basis.**

**Interested sponsors can apply for consideration by the CAMOM Board at:
sponsorship@camom.org.**

What is CAMOM?



Columbia Area Mothers of Multiples (CAMOM) is a 501(c)(3) non-profit organization committed to supporting families of multiples in central Maryland including Howard County, Carroll County, Anne Arundel County, Baltimore County, and Baltimore City. Our purpose is to provide guidance and education for our members in matters unique to raising multiple birth children from pregnancy through childhood. We also strive to make an impact in the broader Columbia, Maryland community through philanthropic initiatives that mobilize the talents and resources of our membership.

CAMOM offers support for our members through fun and educational membership meetings, monthly support group meetings, annual family events, club discounts, and a social platform for hosting playdates and meetups with other parents and children of all ages. We also offer access to a members-only Facebook group for immediate support and camaraderie around the clock and an exclusive buy/sell Facebook marketplace group for our twin, triplet, and higher-order multiple families. Whether in-person or virtual, our members love to connect to share parenting advice, swap stories, or just enjoy each other's company!

CAMOM has a rich history with over 50 years in the Columbia, Maryland area. The first historical mention was in a 1970 phone book where a group of mothers listed themselves as a "Columbia Mothers of Twins Club". By May 1986, organizers appeared on the front cover of Columbia Magazine. In 2000, the group changed its name to reflect the group's increase in higher-order multiples. Lastly, in 2011, the organization became incorporated as a non-profit organization. Today, you can find CAMOM's name inscribed on a lakefront brick below the People Tree at the Kittamaquindi lakefront in honor of Columbia's 50th Birthday Celebration. Permanent records of our organizational history stored at the Columbia Archives.

Who is a part of CAMOM? Tell me about CAMOM's membership.

Here are some CAMOM membership fast facts! CAMOM:

- Has over 250 families
- About 500 multiples ages 0-17
- Holds at least 10 Club-Sponsored Events yearly
- Supports 4 Local Charities/Community Groups
- Represents 5 counties in central Maryland
- Is led by about 20 volunteer Board members

The executive positions of the CAMOM Board include President, Treasurer, Secretary. Committee portfolios include Membership, Sunshine (Member Support), Philanthropy, Monthly Programs, Family Events, Social Activities, Consignment Sales, Fundraising, Sponsorship, Grant Writing, Marketing, Newsletter, Social Media, Webmaster, and Historian.

What are some recent activities and accomplishments of the CAMOM Board?



As of August 2020, the CAMOM Board transitioned into new leadership through Co-Presidents Rebekah Allen and Maria Strohmayer. Some of the recent activities and accomplishments include:

- Record-breaking twenty new members in under six months.
- Over 20 new Big Sister/mentors for new and expectant mothers and meal support to 13 families
- Launch of new monthly support group meetings in addition to monthly member meetings
- Revision of CAMOM Member Code of Conduct to include language on CAMOM's anti-racist stance and support for the LGBTQ+ community.

In the previous year, other notable achievements were:

- Doubled capacity for Family Halloween Social with two sessions in the morning and afternoon.
- Largest venues to date for annual Holiday Party and Summer Picnic family parties
- Re-joining Mid-Atlantic Parents of Multiples Association

Why should we sponsor CAMOM?

- 1. Brand Visibility:** CAMOM events and online spaces will boost recognition by placing your brand visuals in front of large audiences of local Columbia area families who might not have heard of your business. CAMOM audiences extend beyond our membership to our members' spouses, parents and grandparents, au pairs/nannies/babysitters, and other relevant support networks that families of multiples have.
- 2. Targeted Marketing:** Your business will gain opportunity to connect one-on-one with people that may be in need of your services or products. By attending an in-person event, you expand your ability for customers to form an emotional connection to your brand as well as learn more about the needs of potential customers.
- 3. Community Goodwill:** The public perception of your business has the opportunity to be elevated through CAMOM sponsorship as it is linked to spreading community goodwill. As a longstanding community organization, we aim for positive opinions to be formed about your business as it aligns itself with supporting our high-quality programming and educational services for a large network of local families.
- 4. Business Relationships:** As a CAMOM sponsor, you are welcome to interact with fellow CAMOM sponsors in non-competing business fields. It may open a window for you to collaborate with new businesses and form partnerships that you would otherwise have to find leads for in other ways.

Can we see verification of CAMOM's non-profit status?

Yes! Copies of CAMOM's certificate from the Internal Revenue Service with 501(c)(3) status and other information needed to verify our non-profit status are available upon request at sponsorship@camom.org.