



Eco Womb Tour 2015

"Connecting Families, Creating Change"

Sponsorship Proposal

Sponsorship Summary

Eco Womb is a 501(c)3, family-driven, full-time national tour that connects communities and creates change through socially and eco-conscious education. Traveling across the country in the Eco Womb Tour Bus fueled by waste vegetable oil, solar power, and sustainable features, we have created the most eco-safe environment for our family and educate how others can do the same.

Named the “Greenest Family in America” in 2013, the Eco Womb Family seeks to enlighten, empower, and connect other families and communities by educating on how to live sustainably, healthy and toxic-free, and by using alternative energy.

Through Food, Family, Fuel, and Fun, we take a complete and holistic approach to life and aim to help families start with the small steps that lead to big change. As the only current family driven effort connecting with other families as we travel the country, our tour, aptly named “The Conscious Caravan” includes community events and workshops to engage, educate, connect, and co-create the change we are all seeking in the world for a better planet for our children.



Eco Womb Sponsorship Levels

Main	Partner	Supporter	Sm. Biz	Friend	Barter
\$10K	\$5K	\$2.5K	\$1K	\$500	:-)

We are also open to bartering Sponsorship for product and services that would benefit The Eco Womb Tour, including but not limited to food, fuel, RV maintenance, camping stays, special event and travel costs. Contact us by phone 561-797-3605 or by email at love@ecowomb.com. See more at ecowomb.com.

Welcome to The Eco Womb Tour

The first Eco Womb Tour was launched in November 2010 to educate and connect with families as well as support other socially conscious businesses. We have reached over a hundred thousand people in the last four years of being on the road full-time with our message of simple and sustainable living, alternative fuels, renewable energy, zero waste, natural parenting, living from the heart, healthy living, and organic, Non-GMO foods.

The Eco Womb Family consists of mom - Angela, dad - Clint, and four kids (14, 11, 7, and 15 months), as well as our pups, Spirit! With a background in environmental law, policy, education and ethics, Angela has been an activist, volunteer, educator, writer and mama for years bringing much experience and passion to the life work of making a difference in creating a toxic-free existence not only for her children but countless others that she has connected with and educated over the years. The Visionary behind The Conscious Caravan Tour, Angela plans all Tour events, creates all Educational Programs, writes the Eco Womb Blog, and teaches on Non-GMOs, going Zero Waste, and other natural parenting and sustainable topics. With 16 years of design experience, Clint is the creative behind the Eco Womb brand, website, Tour Bus design, print and online ads, and teaches on alternative fuels and solar energy, as well as other natural parenting and sustainable topics. The Eco Womb kids are also educators and active participants in Tour events and Educational Programs as they are learning on the road and in turn teaching others.



About The Eco Womb Tour

We have participated in over forty-three events in three years, including the Right to Know March during our Fall 2011 Tour, a historic two week March from NYC to Washington, DC to bring awareness and demand labeling for GMOs. Our Tour has also traveled with the Sustainable Living Roadshow to help set up eco-carnivals and educate on sustainable and healthy living, the Fuel for the Body Bike Tour to educate on healthy Non-GMO foods, and a number of conscious families who coalesced into The Conscious Caravan in 2012 all working together to connect families and create change. 2013 was our West Coast Tour and National TV debut, and 2014 was our National Parks Tour and focus on the Oregon Right to Know Campaign!

We have met so many people along the way, open and yearning for connection on all of these issues, that we have decided to continue... continue marching to label and eventually ban GMOs; continue supporting local farms and businesses; continue sharing how to go completely zero waste; continue sharing ways to lead a simple, sustainable, and healthy life; continue connecting families through play, art, food, and nature; continue demonstrating how to vote with your dollar and your fork; and, continue connecting communities and families so that they are supported in making these changes.



What We Do

- We offer workshops on sustainable living, alternative fuels, renewable energy, going zero waste, healthy, organic, Non-GMO foods, eco-safe products, healthy mind and body, women's circles, inspiration through art and play, nurturing your family with whole foods and daily meals, living from the heart and going green;



- We hold community gatherings, potlucks and bonfires, creating a safe and open space for connection to happen, planting the seeds of change along the way;
- We host movie screenings, speakers, musicians, artists, and performance, bringing the arts together as a way of educating communities;
- We administer a website, blog, Facebook, Twitter, and Instagram pages in order to thread the connections as we move from place to place, focusing on families and communities to help create change by supporting each other in living sustainably and with intention.

Educational and Community Outreach Initiatives

- Non-GMO Family Awareness Campaign
- Zero Waste Family Project
- Simple and Sustainable Living
- Alternative Fuels & Biodiesel Connection Project
- Natural and Eco-Safe Parenting
- Voting with your Forks and your Dollars



Why We Need Your Support

For four years we have been educating and hosting workshops and connecting families, funded with minimal financial support, and mostly on our own. We are now seeking to expand the Eco Womb Tour into a full Mobile Educational Unit, but we need your support. To continue to fund our Tour, we are seeking sponsorships to partner in co-creating change, one family at a time.

Why does sponsoring the Eco Womb Tour make sense for you?

By sponsoring Eco Womb, you are supporting an established, independent, family-run 501(c)3 that is on the ground connecting with communities and educating families on a number of vitally important issues for our future and the future of our kids. Your organization or business will reach thousands of families and you will be able to link your message to those that carry the decision making authority in families when it comes to groceries and consumer goods. Families trust us because they know that we only educate and promote on topics that we fully live by. The same goes for our Sponsors, your product is one in which we use in our home and your message is one that we actively participate in spreading.

We are better equipped to relate to families because we travel full-time and do all of our events and activism with our family. We help create a safe place for families to share their stories, and provide the information that they are seeking to live sustainably and make educated consumer and health choices. With families searching for information and yearning for safer products, your Sponsorship has never been more important.



How We Can Support You

By sponsoring the Eco Womb Tour you enable us to continue educating and in turn we are able to advertise for you on a daily, national level for up to one full year reaching thousands of families with your message of sustainability, going green, living healthy, natural parenting, and/or eco-safe products and foods.



What press and support have we received?

As an established organization for the past four years, we have received national press and continued support from a variety of communities and movement leaders across the country. In turn, this advertising extends your consumer reach every time your brand is seen on the Eco Womb Tour Bus, flyers, print and online ads, and our website and social media sites.

- We have been featured as “The Greenest Family in America” on the Ricki Lake - Green Show that aired on national television on April 17, 2013.
- We have continuous national ads (and one feature article) running in Blindfold Magazine, a quarterly Socially Conscious Current Events Magazine in all Whole Foods and Barnes and Noble stores nationwide.
- We have been featured on Natural News Radio - The Homegrown Health Show, and several local blog interviews and podcasts.
- We wrote a guest blog on the Non-GMO Project Blog in the summer of 2012 regarding our participation in the Non-GMO movement.
- We were in Genetic Roulette the movie, marching in the Right-2Know March with our family in the Fall of 2011, and have received support for our family’s work from many of the leaders of the Non-GMO and Labeling Movement.
- We have partnered with Dr. Bronner’s, Chipotle, Oregon Right to Know, the Are We Eating Fishy Food fleet, Klean Kanteen, Earth Mama Angel Baby, Eco-Reco, Mary’s Gone Crackers, Advanced Energy Solutions, Letterbox Studios, and the Sustainable Living Roadshow and PLACE for Sustainable Living as sponsors or supporters of the Eco Womb Tour.
- We have been featured several times on the Occupy Monsanto website with links to our blog posts covering the many marches and events we have participated in to bring awareness to GMO labeling.
- We were promoted on their social media sites as an active participant in the Moms Across America March to Label GMOs, July 4th parades worldwide, 2013 and 2014.
- We write a monthly “Going Green” article for Full-time Families Magazine which is distributed to 500 plus active families that live full-time on the road and share how they, too, can live sustainably and support a healthy environment.
- And, we have been featured on several sustainable living and healthy living blogs, including The Organic Sister, Sustainable Baby Steps, and Thriving Family Health to name just a few. As well as being promoted by biodiesel companies, and college and university social media sites as alternative fuel sponsors.

Eco Womb Press and Reach

- **Ricki Lake Show**, 2013 Emmy Winner — 1M+ viewers/daily
- **Ricki Lake Show** – Website and Facebook — 114K+ followers



Click here to watch a clip from the Ricki Lake Show featuring Eco Womb

- **Natural News Radio** - Homegrown Health Show — 1M listeners/mo
- **Blindfold Magazine** - Nationally distributed in Wholefoods and Barnes & Noble Booksellers — 40K+ Readership
- **Non-GMO Project** - Blog & Facebook — 180K+ followers
- **Occupy Monsanto** - Facebook — 195K+ followers
- **Sustainable Living Roadshow** - Facebook — 7.8K followers
- **Moms Across America March to Label GMOs** — 10.9K followers
- **The Organic Sister Blog & Sustainable Baby Steps Blog** — 17K+ followers
- **@Mouselink - Alternative Podcast** — 15,000+ listens to our episode
- **Thriving Family Health Blog** — 900+ followers
- **Fulltime Families Magazine** — 500+ subscribers

Eco Womb by the Numbers

Eco Womb Tour Bus

1,250,000 Impressions/year
15-25 events/year
400-15K attendees/event

Website

50,000+ page views/year
18,000+ uniques/year

Social Media

3,000+ Facebook Followers
1,000+ Instagram Followers
350+ Twitter Followers
12,000+ Reach per month
45,000+ Impressions per month
10,000+ email list

Online Demographic

90% Female — 62% 24-44yrs
10% Male — 6% 24-44yrs
Reach 35 countries
63 different languages

Where Does Your Sponsorship Go?

Your sponsorship will go to funding the Eco Womb Tour and Educational and Community Outreach Initiatives, including the Non-GMO Family Awareness Campaign, the Zero Waste Family Project, Simple and Sustainable Living, Alternative Fuels and Biodiesel Connection Project, Natural and Eco-Safe Parenting, and Voting with Your Forks and Dollars. You can direct your money to certain programs, or to our general fund which will allow us to place the funds where they are most needed. Sponsor funding will cover administrative event coordination, website development and maintenance, media expenses, marketing materials for flyers and informational pamphlets, educational supplies, event set-up and promotion, movie screenings, community gathering locations, and maintenance on the Eco Womb Tour Bus, as we continue to connect families and communities along the way.

All sponsors will get direct logo placement on the Eco Womb Tour Bus, as well as website, print advertising, and promotional materials for events. Sponsors will also receive a direct link to a family consumer base and be able to provide product samples, informational pamphlets, and marketing materials that support their message. We will basically work as partners in spreading your message to families in a way they can trust, understand, and connect with someone they relate to on a personal level, family to family.



Eco Womb Sponsorship Levels

Main	Partner	Supporter	Sm. Biz	Friend	Barter
\$10K	\$5K	\$2.5K	\$1K	\$500	:-)

Sponsorship Level Descriptions



Eco Womb Main Sponsor — \$10,000

- Top tier logo placement on the Eco Womb Tour Bus
- Your logo will also be on our Sponsor Board that is permanently on the inside of our front door panel and is in front view when we open up the Eco Womb Tour Bus for all shows and events
- Your logo will be on all of our Tour posters and flyers, print advertising, and the homepage and sponsor page of our website
- Your logo and message will anchor our event set-up and presence, and be in additional special event posters, advertising, websites, and press
- Your product (if applicable) will have product placement in the Eco Womb Tour Bus when we do shows, as well as be featured at events and online

Eco Womb Partner — \$5,000

- Second tier logo placement on the Eco Womb Tour Bus
- Your logo will also be on our Sponsor Board that is permanently on the inside of our front door panel and is in front view when we open up the Eco Womb Tour Bus for all shows and events
- Your logo will be on the homepage and sponsor page of our website
- Your logo and message will a part of our event set-up and presence, and be in additional special event posters, advertising, websites, and press
- Your product (if applicable) will have product placement in the Eco Womb Tour Bus when we do shows, as well as be featured at events and online

Eco Womb Supporter — \$2,500

- Third tier logo placement on the Eco Womb Tour Bus
- Your logo will also be on our Sponsor Board that is permanently on the inside of our front door panel and is in front view when we open up the Eco Womb Tour Bus for shows and events
- Your logo will be on the sponsor page of our website
- Your product (if applicable) will have product placement in the Eco Womb Tour Bus when we do shows

Eco Womb Small Biz Sponsorship — \$1,000

- Your organization will receive logo placement on the back of the Eco Womb Tour Bus
- Your logo will also be on our Sponsor Board that is permanently on the inside of our front door panel and is in front view when we open up the Eco Womb Tour Bus for all shows and events
- Your logo will be on the sponsor page of our website

Eco Womb Friend — Up to \$1,000

- Listed on the Friends page of our website with a link to your personal blog or website, and a huge Thank You!

Barter/Product Donation Sponsorships

We are also interested in bartering Sponsorship for product and services that would benefit The Eco Womb Tour, including but not limited to food, fuel, RV maintenance, camping stays, and special event and travel costs. In addition, you may specify what Educational Programs you would like to Sponsor, so that your support goes directly to your program of interest. Please just contact us with details and for more information.

All Sponsorships Include

- We will promote your organization and/or products through Eco Womb and The Conscious Caravan Social Media sites, the Eco Womb blog, as well as cross promote with partner blogs and websites
- We will also distribute educational flyers, pamphlets, or product samples to help spread your message to families and communities across the nation

Let's Co-Create Change Together

Eco Womb is dependent on independent funding in order to continue with our Community and Educational Outreach. As the only family driven effort on the road connecting with other families to help co-create change, your sponsorship is key to bridging the gap between corporate marketing and organizational campaigns that seek to reach change at the family level.

We are living and breathing a sustainable lifestyle, use alternative fuels, have gone completely zero waste as a family, have chemical sensitivities and the need for safe products, continue the fight to label GMO's on a daily basis, and have our own children's stories on how toxins have impacted our everyday. And, with conscious transformation sweeping the world, now is the time to help guide families on how to co-create change for the better, how to make informed decisions and choose eco-safe and healthy options, how to support conscious businesses, and how to help change the status quo through connection and activism.

We are counting on organizations and businesses like you to recognize the importance in engaging and connecting families, as well as educating thousands across the country. All contributions are tax deductible as allowed by federal law.

Please direct all Sponsorship inquiries to:

Angela Malson

CEO (mama bear)

Eco Womb, 501(c)3

A project of Empowerment Works, Inc.

love@ecowomb.com

561.797.3605

<http://www.ecowomb.com>

www.facebook.com/ecowomb

www.twitter.com/ecowomb



Eco Womb Current Sponsor Board

This is the most current version of our Sponsor Board that visitors see when we set up at events. This is also the same logo deck that is featured on our website.

Many thanks to these fine companies and organizations who have supported us so that we may continue to educate and help others.

Please consider joining these socially conscious businesses and organizations.

Main Sponsors



DR. BRONNER'S
MAGIC
"ALL-ONE!"



Sponsors



Eco Product Sponsors



Fuel Sponsors



Supporters of Eco Womb

