



HALF-PINT RESALE

MAKE YOUR BUSINESSES OR COMMUNITY RESOURCE KNOWN TO THOUSANDS OF AREA FAMILIES - SUPPORT HALF-PINT!

Half-Pint Resale is a twice-a-year consignment sale featuring clothing and goods for ages 0-12. Hundreds of families participate by selling their gently used clothing and goods, and hundreds of volunteers also support the sale by giving their time. Thousands of parents, grandparents, and people who care for children visit the three-day sale, saving money as they gear up their kids for the season to come. With very little money and even less time, you can reach all of these people with a message about your local family related business or community resource.

FLYERS IN SHOPPER BAGS

Half-Pint is a bargain-shopper's haven! Shoppers of Half-Pint Resale are thrifty care givers looking for highly economic yet quality strategies to aid in their growing families. You can reach each and every one with a postcard bag stuffer handed to each customer at check out, every day of the sale. Flyers/coupons must be 1/4 page or postcard sized.

WEBSITE AND SOCIAL MEDIA PRESENCE

We love to let consignors, volunteers, and shoppers of Half-Pint know that you support growing families. Your support of Half-Pint makes a difference in this community! Supporters are featured on our website during the three months prior to the sale—there are tens of thousands of hits to our website during that time. Supporters are also featured on our active Facebook page during that time, with at least 3 (but often as many as 5!) posts. We will post information about your business/organization on our Facebook when you join, and then again prior to/during the sale.

E-MAIL MENTIONS

We send information about your business or event directly to our shoppers on our email list (approximately 5,000 addresses on the list) which has an open rate of 25-35%.

LOCAL NON-PROFIT DISCOUNT

Non-profits are the heart of the community. Take \$50 off as our thanks (be sure to mention your status when you sign up)!

TIMELINE

Check the Upcoming Sale section of the website for the dates of the next sale. Each sponsorship opportunity covers the time from agreement to two months after the sale you signed up to support. After you sign up, further details on timelines for fliers will be emailed to you.

COST: \$300