# Savvy Auntie

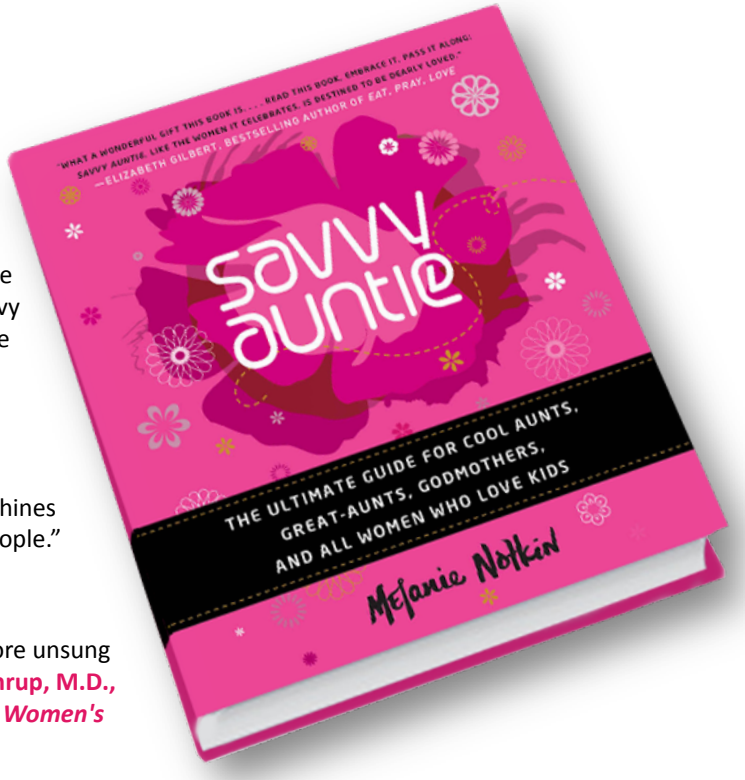
Book Tour Sponsorship Proposal

*Welcome to the Auntourage!*

# Savvy Auntie: The Book

## Savvy Auntie: The Ultimate Guide for Cool Aunts, Great-Aunts, Godmothers and All Women Who Love Kids (William Morrow/HarperCollins) April 26, 2011

"What a wonderful gift this book is for aunties of all of ages, backgrounds, shapes and varieties! This world is full of child-loving childless women (myself included) and finally we have been given a clever and thoughtful voice of our own. Read this book, embrace it, pass it along: 'Savvy Auntie', like the women it celebrates, is destined to be dearly loved." – **Elizabeth Gilbert, Bestselling author of *Eat, Pray, Love.***




"I honestly don't know what I would do without the aunties, uncles and of course The Guncles in my kids' lives. Melanie's book is invaluable to me as a mom - and as a Savvy Auntie and godmommy myself - because I understand what a gift it is for a child to be loved by so many adoring grownups. On behalf of the kids and moms, thank you, Savvy Auntie! We love you!" – **Tori Spelling, Bestselling author and actress**

"Nothing makes people happier than loving relationships – and in this marvelous celebration of Savvy Aunties' love for their nieces and nephews, Melanie Notkin shines a much-needed spotlight on a bond that brings so much happiness to so many people." **– Gretchen Rubin, *New York Times* Bestselling Author of *The Happiness Project***

"Savvy Auntie celebrates one of the most precious—and heretofore unsung—relationships on the planet. I love this book." - **Christiane Northrup, M.D., ob/gyn physician and author of the *New York Times* bestsellers: *Women's Bodies, Women's Wisdom and The Wisdom of Menopause***

# About Savvy Auntie

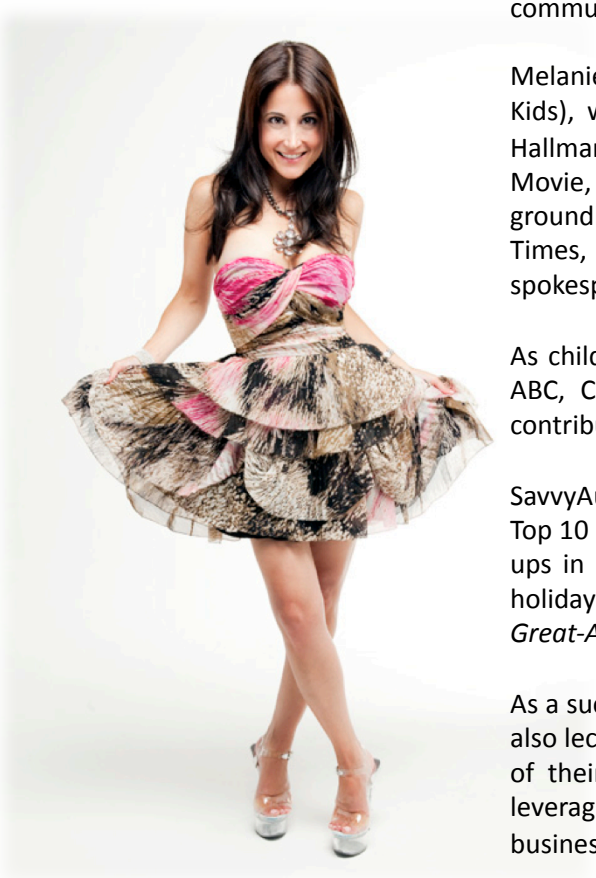
Savvy Auntie is the lifestyle brand for PANKs®: Professional Aunts No Kids. Nearly 50% of American women do not have children, yet love a child in their life by relation and/or by choice. Savvy Auntie's mission is to empower, engage and advance this influential segment of women and their important contributions to the American Family Village.

Melanie Notkin, Founder and CEO, realized through her own experience as an aunt that there were no modern resources for the cosmopolitan aunt. Impassioned, she set out to create the first lifestyle destination for women like her; women with discretionary income and time they spend on the children in their lives and on themselves. Notkin launched SavvyAuntie.com in the summer of 2008, the first online community for cool aunts, great aunts, godmothers and all women who love kids. SavvyAuntie.com gained immediate traction: most Tweeted term on launch day; beginning 23 minutes after launch, Savvy Auntie received inquiries from major advertisers including Hasbro and Disney; Webby Award nominee Best Family/Parenting site 2009.

Savvy Auntie has built a strong and trusted reputation with leading brands including Hasbro, Disney, Tropicana, TNT/Turner, PBS/Sprout, Scholastic, Bertolli, Hallmark, Yoplait, and many more. Having appeared in The New York Times, The Wall Street Journal, AdAge, Business Week, Inc, Mashable, TechCrunch, as well as More, Elle Italy, NBC, ABC, CBS, FOX and the BBC, Savvy Auntie has made a splash not only as a solid business, but as a well-received and much-needed consumer lifestyle brand. In 2009 she launched Auntie's Day™ the first national celebration of aunts as well as The Savvy Auntie Coolest Toys Awards later that year.

Notkin's first book, *Savvy Auntie: The Ultimate Guide for Cool Aunts, Great-Aunts, Godmothers and All Women Who Love Kids.* (William Morrow/HarperCollins), premiers April 26, 2011.

# Melanie Notkin



Melanie Notkin is America's premier Savvy Auntie, empowering the nearly 50% of American women who are not moms to celebrate all they do for the children in their lives, while living their own lives to the fullest. She launched SavvyAuntie.com, the first online community for aunts and godmothers, in the summer of 2008 to wide-acclaim. The website includes expert content designed specifically for aunts, activities, community and trendy gift ideas.

Melanie identified this influential segment of women, which she has dubbed PANKs (Professional Aunts No Kids), when she herself became an aunt. She has worked with leading kid brands like Hasbro, Disney, Hallmark, Yoplait, Sprout, Scholastic, and brands for women including Warner Brothers Sex and the City Movie, Turner Networks/TNT, JCPenney, Tropicana, BeyondTheRack.com and BareNecessities.com. Her groundbreaking and effective advertising campaigns have been featured in Mashable.com, The New York Times, Advertising Age and The Wall Street Journal where she's been lauded as a 'trusted source' and spokesperson for America's top brands.

As child lifestyle expert and tastemaker, Auntie Melanie has been featured numerous times on NBC, CBS, ABC, CW, FOX News and Better TV showcasing the coolest kid trends of the season. She was also contributing editor at Toy Wishes Magazine.

SavvyAuntie.com was 2009 Webby Award nominee for Best Family/Parenting site and is a Springwise.com Top 10 Lifestyle and Leisure Business Idea for 2008. Melanie is featured on Mashable.com's list of top 5 start ups in New York City's social media hub. On July 26, 2009, she launched Auntie's Day, the first national holiday to honor aunts and aunt-hood. Her first book: *SAVVY AUNTIE: The Ultimate Guide for Cool Aunts, Great-Aunts, Godmothers and All Women Who Love Kids* (HarperCollins) debuts April 26, 2011.

As a successful business woman, she was a regular panelist on FOX News' Strategy Room Business Hour. She also lectures at various conferences inspiring women, students and entrepreneurs on launching the business of their dreams. She's been featured on First30Days.com, Business Week and Huffington Post for her leveraging of social media to launch and grow her business. She documented the launch of her own business at her 'auntrepreneurial' blog at blog.savvyauntie.com. More on Melanie at MelanieNotkin.com.

# About PANKs®

PANK stands for Professional Aunt No Kids.

2008 US Census Report on Fertility: 45.7% of women through age 44 do not have children, up 0.6% from 2006.

85% of all purchasing decisions are influenced or made by women

68% of new car purchases are made by women as are over 50% of traditional "male products" like home improvement products and consumer electronics

50% of single women own their own homes

Single women are the fastest growing segment of new home buyers, second home buyers, car purchasers, travelers, new investors and more.

27% of households are headed by women

31% of women earn more than their husbands

*These professional aunts are loved by their lucky nieces and nephews, yet often overlooked by marketers. Many brands are so focused on moms that they are missing the economic clout of these generous aunts who love to indulge the kids they never had with the gifts and experiences that they can afford. Savvy Auntie is the first site we've seen that's recognizing this powerful segment.* – **Mary Lou Quinlan, Founder, Just Ask A Woman**

# Client Capabilities

Savvy Auntie founder, Melanie Notkin, has built a strong reputation for her influence, and is trusted by leading brands as a spokesperson.

## CLIENTS

**Consumer Packaged Goods**
Hallmark
Hasbro/Playskool
Disney
Yoplait and Yoplait Kids
Tropicana
Bertolli
Sabra
1-800-FLOWERS
Direct Brands
Little Pim

**Media**
TNT's Saving Grace
Oxygen Network's Tori and Dean
PBS Sprout
Scholastic
Madison Square Garden
Warner Brothers

**Fashion**
JCPenney
BareNecessities
FashionPlaytes
BehindTheRack.com

**Digital Media**
SnapHaven
MyPublisher

## KEY BUSINESS PRESS

- Wall Street Journal
- The New York Times
- Advertising Age
- Business Week
- The Chicago Tribune
- Mashable.com

## WHITE PAPERS

- Marketing Prof's *11 Twitter Success Stories for Business*
- Forrester Research: *How To Sponsor Conversations The Right Way*

## AUDIENCE

Savvy Aunties
Moms
Dads
Bloggers
Journalists
Celebrities
Media
Social media influencers

*We've seen a lot of networks try and capitalize on the Twitter phenomenon…. We're especially intrigued by TNT's approach to forgo the celebrity angle, however, and turn to a member of the web/tech space for her influence and audience...Notkin's openness about the sponsored conversation, the direct alignment with her audience, and the network's involvement somehow make this campaign appear more genuine.* -**Mashable**

*"[Notkin's] a trusted voice," said Steven Clough, a media planner for Razorfish who facilitated the [Disney] deal. "Consumers are talking about brands on the Internet, and brands are starting to participate in that conversation…"* **–Wall Street Journal**

# Book Tour Sponsorship Opportunities

## Basic Level

| Sponsorship Opportunities | Fauntastic $5,000 | Savvy $2,500 | DebutAunt $1,000 |
|---|---|---|---|
| Sponsor branded books | 200 books | 100 books | 40 books |
| Coupon/Promo book insert | ★ | ★ | |
| ***SavvyAuntie* Book Event Sponsorship** | | | |
| Logo on signage | ★ | ★ | |
| Goodie bag giveaway | ★ | ★ | |
| Mention in speech | ★ | | |
| Logo on invitation | ★ | ★ | ★ |
| Brand Name in press release | ★ | | |
| Media Photo opportunities | ★ | | |
| **Digital/ Social Media Sponsorship** | | | |
| MelanieNotkin.com Homepage Feature | ★ | ★ | |
| Twitter.com/SavvyAuntie Promotion | 5 Tweets<br>1.25MM Impressions | 2 Tweets<br>500K Impressions | 1 Tweet<br>250K Impressions |
| Facebook.com/SavvyAuntie Promotion | 1X<br>30K impressions | | |
| SavvyAuntie.com Homepage Feature | ★ | | |
| SavvyAuntie.com Interior page feature | | ★ | ★ |

# Book Tour Sponsorship Opportunities

## Premium Level

| Sponsorship Opportunities | Platinum $150,000 | Gold $75,000 | Silver $50,000 | Bronze $25,000 | Brass $10,000 |
|---|---|---|---|---|---|
| Sponsor branded books | 7,300 books | 3,400 books | 2,200 books | 1,000 books | 400 books |
| Coupon/Promo book insert | ★ | ★ | ★ | ★ | ★ |
| ***SavvyAuntie* Book Event Sponsorship** | | | | | |
| Category Exclusivity | ★ | ★ | | | |
| Step and Repeat | ★ | ★ | ★ | ★ | ★ |
| Logo on signage | ★ | ★ | ★ | ★ | ★ |
| Goodie bag giveaway | ★ | ★ | ★ | | |
| Mention in speech | ★ | ★ | ★ | ★ | ★ |
| Logo on invitation | ★ | ★ | ★ | ★ | ★ |
| Brand Name in press release | ★ | ★ | ★ | ★ | ★ |
| Media Photo opportunities | ★ | ★ | ★ | ★ | ★ |
| **Digital/ Social Media Sponsorship** | | | | | |
| MelanieNotkin.com Homepage Feature | ★ | ★ | ★ | ★ | ★ |
| Twitter.com/SavvyAuntie Promotion | 30 Tweets 7.5MM impressions | 20 Tweets 5MM | 10 Tweets 2.5MM Impressions | 5 Tweets 1.25MM Impressions | 5 Tweets 1.25MM Impressions |
| Facebook.com/SavvyAuntie Promotion | 4X 120K impressions | 3X 90K impressions | 2X 60K impressions | 1X 30K impressions | 1X 30K impressions |
| SavvyAuntie.com Homepage Feature | ★ | ★ | ★ | ★ | ★ |
| SavvyAuntie.com unguaranteed banner ad placement | ★ | ★ | ★ | ★ | ★ |
| Book Trailer Sponsorship logo placement in credits (deadline of 3/1/11) | ★ | ★ | | | |

# Custom Ideas

As a marketer by trade, Notkin understands how to build and tailor campaigns for optimal success. We want to make sure every Aunt in America knows about your brand and we'll work hard to ensure success.

We're open to any and all creative ideas suited for Savvy Aunties and your brand/product.

**To discuss additional sponsorship ideas and opportunities, please contact**
**Jayme Johnson at Worthy Marketing Group**
**jayme@worthymarketinggroup.com or 404-590-8964**

# Traffic and Tribe

- SavvyAuntie.com - 200k monthly visitors
- Twitter.com/SavvyAuntie – 14,625 followers
- Facebook.com – 35,000 fans

# Awards and Lists

- Top 100 Most Powerful Women on Twitter (TwitterGrader.com)
- 10 Most Influential Women in Social Media (GenConnect)
- Top 5 Female Social Media Super Heroes in North America (The Next Women)
- Webby Award Nominee, Best Family/Parenting Site: 2009 (U.S.)
- SpringWise.com Top 10 Lifestyle Business Ideas: 2008 (Global)
- Mashable: Top Five Startup in Social Media Hub New York: 2009
- HEEB Magazine HEEB 100: 2009

# Accolades

**Mashable**
SavvyAuntie is a Webby nominated startup for Family and Parenting, and the site's savvy female founder, Melanie Notkin [@SavvyAuntie], is just as worthy of praise. She's an auntreprenuer who's managed to take a simple idea that stemmed from personal experiences, and turn it into a viable business.

**The Bergen Record**
Marketing executives and major corporations have discovered a new demographic group with a triple-A rating: the affluent aunts of America.

**The New York Times**
Melanie is the founder of savvyauntie.com. She knows the role a child can play in your life, even if that child isn't yours...

**The Wall Street Journal**
But marketers aren't just looking for celebrities with hundreds of thousands of followers. They are also going after Web personalities with a more targeted following... Enter Melanie Notkin, the 40-year-old New York entrepreneur behind the site Savvyauntie.com. She has built a community of what she calls PANKs (Professional Aunt, No Kids).

**Inc.**
When the entire market focuses on one niche, and you choose another, you're either a bold innovator, or a failure. Henry Ford's quote about building cars for people wanting "faster horses" comes to mind. Last week I stopped by the BlogHer …Many of the attendees are…"Mom bloggers." But in the crowd I ran into a woman… who zigs where others have zagged. Instead of tapping into the power of the mom market, she's discovered her own niche – "PANKS" or "Professional Aunt No Kids.

# Where to Find Savvy Auntie

SavvyAuntie.com

MelanieNotkin.com

Facebook.com/SavvyAuntie

Twitter.com/SavvyAuntie

Youtube.com/SavvyAuntie

AuntiesDay.com

Melanie Notkin Reel

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