

Madison's Semi-annual

Half-Pint Resale

halfpintresale.com



Make your business or community resource known to over a thousand area families by having a PRESENCE AT HALF-PINT

Half-Pint Resale is a twice-a-year consignment sale featuring clothing and goods for ages 0-7. Over **250** families participate selling their gently used clothing and goods; generating extra income for their growing families. Over **200** volunteers support the sale by giving of their time. Over **1,000** shoppers visit the two-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 family related business or community resource.

Sale's floor Sponsor

We are hand-selecting a few area businesses & community resources that we think will fit well with the sale and will be appropriate marketing for specific areas of our sales floor. Your exclusive sponsorship of a specific area of the sale's floor will consist of a table-top, letter-sized display that will advertise your logo*/business information and identify you as the exclusive sponsor of that area of the sale. In addition we will have space for you to display handouts highlighting features of your business and programming that is specifically pertinent to our 1000+ parent shoppers.

Cost : \$100

4-foot table space

Maybe you are a new business/community program and don't yet have brand recognition. Or maybe you want to highlight several facets of your business/program rather than fitting into one specific area on the sales floor. In either case, a standard 4-foot table space might be more appropriate for you. As with previous sales, we will have a resource area towards the exit-doors of the sale. Here, area businesses/community resources can set up a display and have handouts or a drawing to attract shoppers to stop and learn more about YOU.

Cost : \$100

Add Bag-Stuffing

Whether you choose a sales-floor area to sponsor or a traditional table-space, we will stuff your postcard-sized information flyer* in each of our shoppers bags.

Cost: \$50

Shopper Coupon

Half-Pint is a bargain-shopper's haven! Shoppers of Half-Pint ReSale are thrifty parents looking for highly-economic strategies to aid their growing families. If you have an awesome coupon to pass onto these thriving families, bring it on. Your coupon must warrant the time it takes our volunteers to distribute it to shoppers upon check-out. In other words, make it substantial! We are looking for a discount of 25%, at a minimum. We will stuff over 500 of your coupons* in our shoppers bags throughout the 2-day sale.

Cost : \$100

Think you might have a marketing trade for us? Please let us know! We want to spread the word about Half-Pint as much as you want to market your business. We would gladly consider a marketing trade in place of payment.

Act Fast, as Space is limited! We are targeting a handful or sponsors and offering space on a first-come-first-serve basis. Please email Lisa at halfpintresale@gmail.com or call at 608-347-5652.