



SATURDAY

MONTH
06

DAY
20

YEAR
26

UPCOMING EVENTS

MONTH
06

DAY
19

YEAR
27

MONTH
06

DAY
17

YEAR
28

AND EVERY YEAR AFTER...



Fathers EVE

CELEBRATING FATHERHOOD



SATURDAY

MONTH
06

DAY
20

YEAR
26





ABOUT US



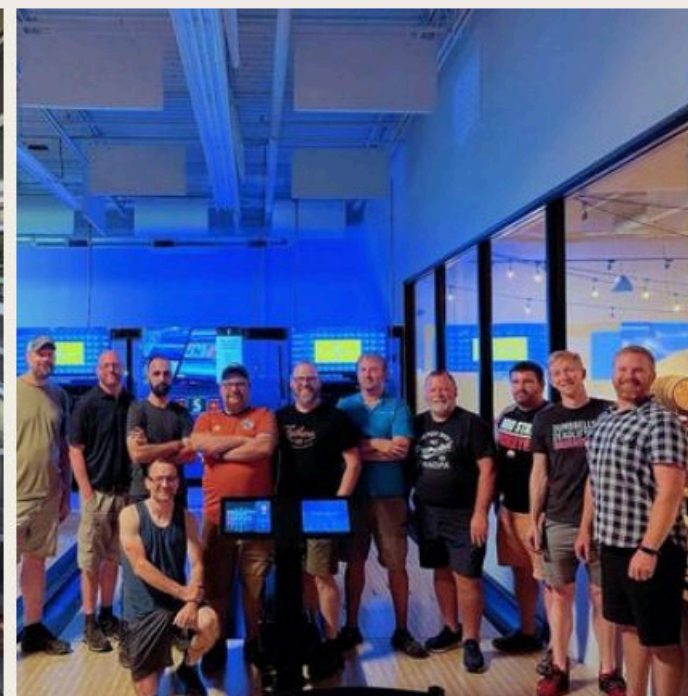
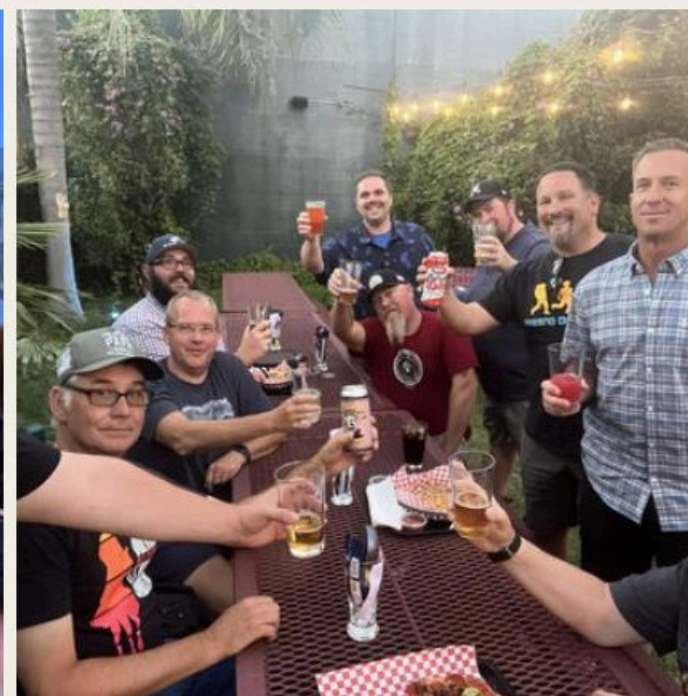
www.fatherseve.com



facebook.com/fatherseve



instagram.com/fatherseve



WHO WE ARE



Begun in 2012, Fathers Eve is all about **Celebrating Fatherhood EVERYWHERE**, held the day and night before Father's Day. It is a fun and meaningful way for dads to **come together to connect, share and celebrate the joys and challenges of fatherhood**



In Real Life

Fathers Eve has grown in popularity over the years, and is now celebrated in dozens of cities across the United States and even internationally.



Virtually

Online virtual event livestreamed, with an 8:00 p.m. countdown-toast celebrated in each of the four US time zones, similar to New Years Eve, just earlier!

ABOUT FATHERS EVE



In Real Life Events

Dads across the country celebrating and appreciating each other in an informal gathering; telling stories, sharing ideas, making friends, eating and drinking, while engaged in activities, contests and games. Events are held at homes, garages, neighborhoods, clubs, churches, bars and restaurants and more.



Virtually

Fathers around the world can join the celebration online with the countdown toast at **8 pm local time, across the four US time zones.**





Connect with all kinds of engaged, middle-aged, well educated, home owning, upper middle class Fathers in a fun and exciting environment



FATHERS EVE



Attendees at IRL events expecting

500 TO 2,500
EVENT PARTICIPANTS



in

50+ CITIES

Participants virtually online

8 PM COUNTDOWN



toast reaching

1,000 +

Social media and
partnership engagements

1 MILLION



PEOPLE
each year

ABOUT OUR AUDIENCE



GENDER SPLIT



AGE GROUPS



MARITAL STATUS



PARENTING STATUS



ETHNICITY



TOP INCOME BRACKET



DUAL-INCOME HOUSEHOLDS



LOWER INCOME SEGMENT



SPENDING POWER



HOME OWNERSHIP



DEGREE HOLDERS



EDUCATION INVESTMENT



IN THE NEXT 18 MONTHS...

OUR AUDIENCE HAS THESE PURCHASE INTENTIONS



HOME IMPROVEMENT



TECHNOLOGY



AUTOMOBILE



TRAVEL



EDUCATION



HEALTH & FITNESS



ENTERTAINMENT



HOBBIES



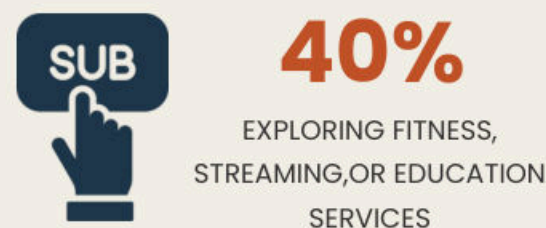
PREMIUM BRANDS



ONLINE SHOPPING



SUBSCRIPTIONS



INVESTMENTS



MAJOR PURCHASES



GIFT SPENDING



INSURANCE UPGRADES



OUR AUDIENCE IS RESPONSIVE



FEEDBACK WILLINGNESS

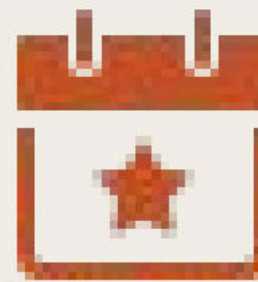
65% PROVIDED DETAILED RESPONSES IN OPEN-ENDED QUESTIONS, SHOWING A HIGH LEVEL OF ENGAGEMENT



COMMON THEMES INCLUDE FEEDBACK ON EVENTS, FAMILY ACTIVITIES, AND COMMUNITY INVOLVEMENT

EVENT PARTICIPATION

70% REPORTED ATTENDING LOCAL OR VIRTUAL COMMUNITY EVENTS IN THE PAST YEAR



50% EXPRESSED INTEREST IN PARTICIPATING IN FUTURE EVENTS, INDICATING STRONG ENGAGEMENT POTENTIAL

BRAND OPENNESS



70% REPORTED ATTENDING LOCAL OR VIRTUAL COMMUNITY EVENTS IN THE PAST YEAR

50% EXPRESSED INTEREST IN PARTICIPATING IN FUTURE EVENTS, INDICATING STRONG ENGAGEMENT POTENTIAL

COMMUNITY INVOLVEMENT



55% ACTIVELY ENGAGE IN LOCAL GROUPS OR CAUSES, SUGGESTING RESPONSIVENESS TO COMMUNITY-FOCUSED INITIATIVES

20% EXPRESSED WILLINGNESS TO VOLUNTEER OR SUPPORT EVENTS

COMMUNICATION PREFERENCES

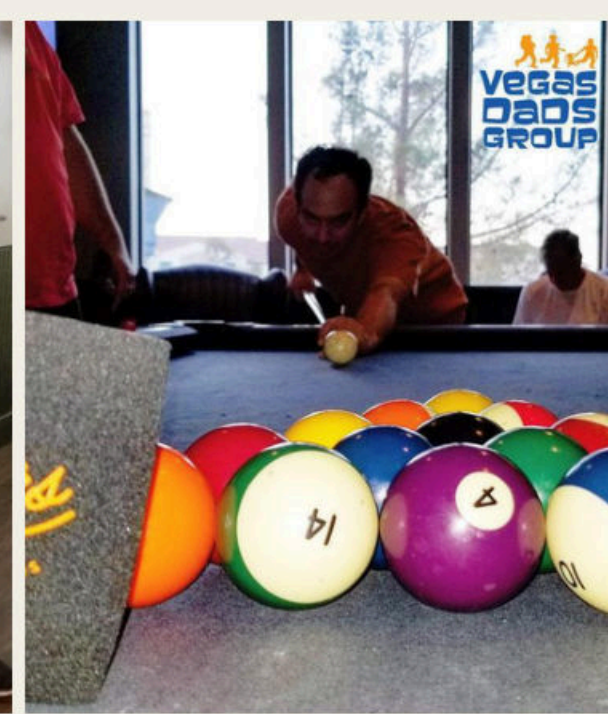


80% PREFER EMAIL AS THEIR PRIMARY COMMUNICATION CHANNEL

50% ARE RECEPTIVE TO ONLINE SURVEYS OR FEEDBACK FORMS, SHOWING RESPONSIVENESS TO DIGITAL ENGAGEMENT



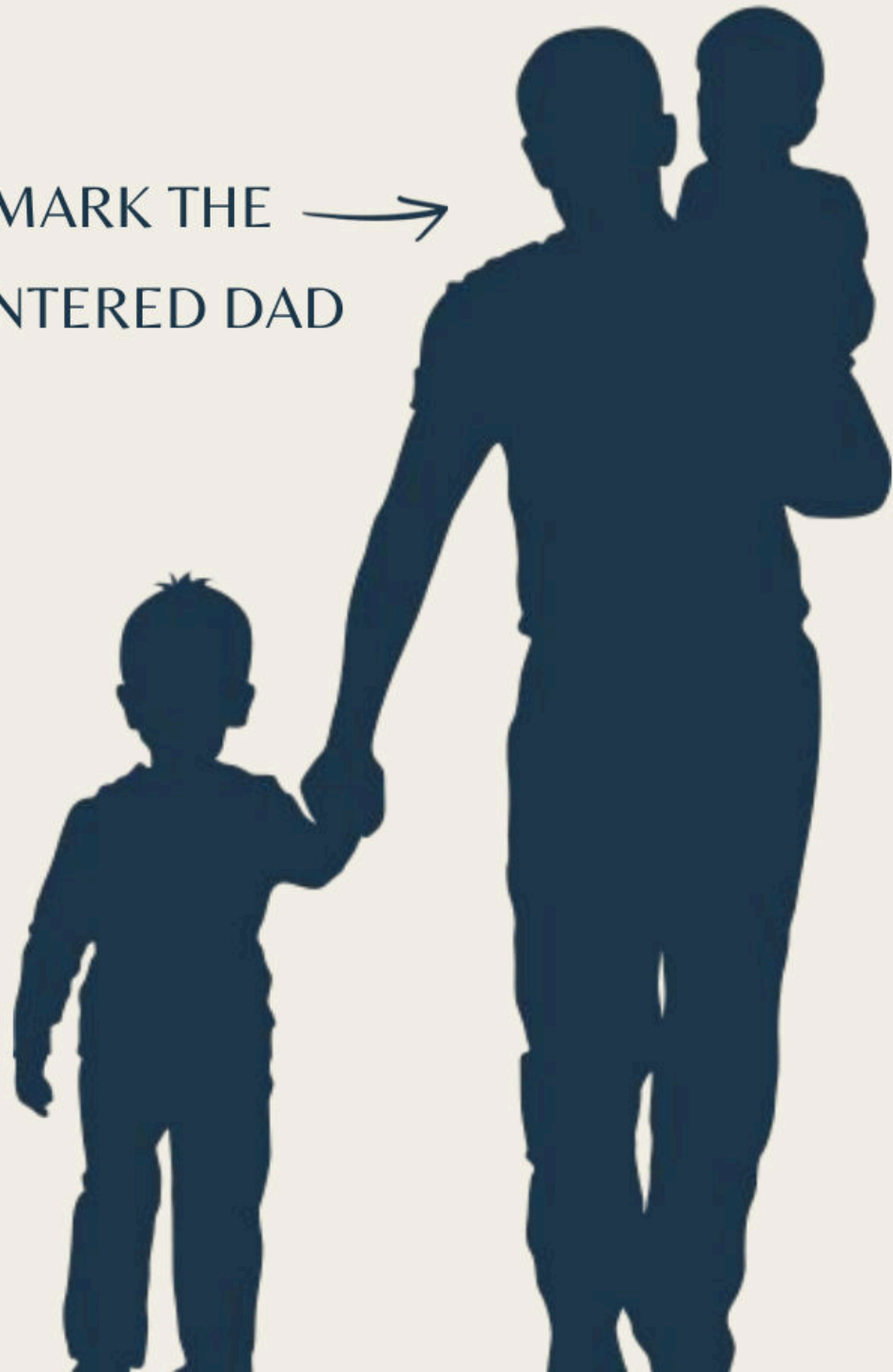
Let me introduce
you to...



FAMILY-FOCUSED FATHERS



MARK THE
CENTERED DAD →



DEMOGRAPHICS



INTERESTS



Family-friendly brands, products, and services (e.g., educational toys, outdoor gear, home improvement tools)



Activities that allow for family participation, such as crafts, games, or group challenges

ENGAGEMENT



Actively attend Fathers Eve events and prioritize **creating meaningful family experiences**



Looks for brands that **offer tangible benefits for** their families (e.g., discounts, giveaways)



EVENT TIE-INS

Partnering with brands to **host family challenges or give away branded merchandise**, such as backpacks or board games.



EVENT ENTHUSIAST DADS



CHRIS THE
SOCIAL DAD →



DEMOGRAPHICS



INTERESTS



Hands-on experiences like product demos (e.g., tech gadgets, sports equipment)



Competitions and activities that engage adults, such as barbecue contests or trivia challenges

ENGAGEMENT



Regular attendees who look forward to Fathers Eve as a **social and networking opportunity**



Focused on enhancing their personal experience with **premium or exclusive offers**



EVENT TIE-INS

Tech demonstrations, VIP lounges sponsored by a luxury brand, or sports challenges with **branded prizes**



COMMUNITY-ORIENTED PARTICIPANTS



DEMOGRAPHICS



AGE
35

HIGH SCHOOL GRADUATE
LIVING IN A
SMALLER TOWN

MARRIED WITH
2 CHILDREN
\$60,000

BUDGET CONSCIOUS

INTERESTS



Building **community connections** and **fostering camaraderie** with other dads



Events that focus on **inclusivity, support networks, and shared learning** (e.g., parenting workshops, fitness sessions)

ENGAGEMENT



Seeks opportunities to give back, such as **charity drives or volunteering events**



Gravitates toward brands with a **clear social mission or focus on community building**



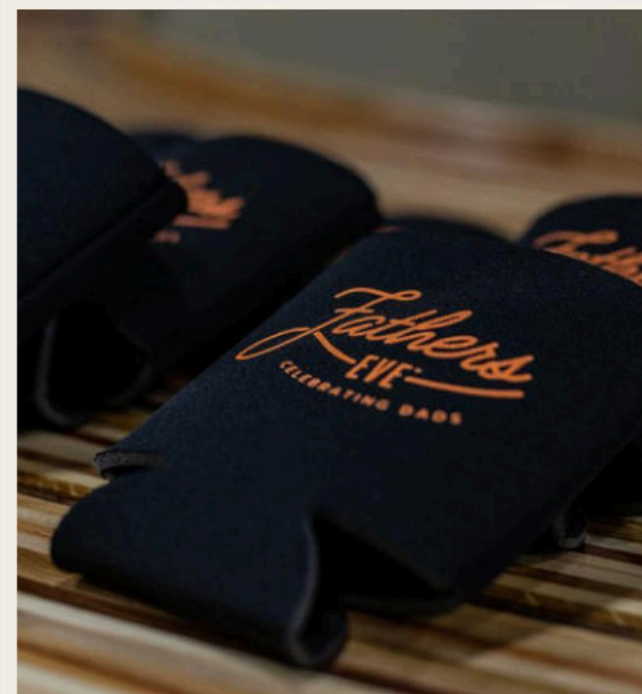
EVENT TIE-INS

Community service initiatives (e.g., food drives), fitness classes sponsored by gyms, or panels featuring parenting experts





Digital and Media Presence



DIGITAL PRESENCE



3,034

Facebook followers



2,119

Twitter followers



2,080

Instagram followers



707

LinkedIn followers



157

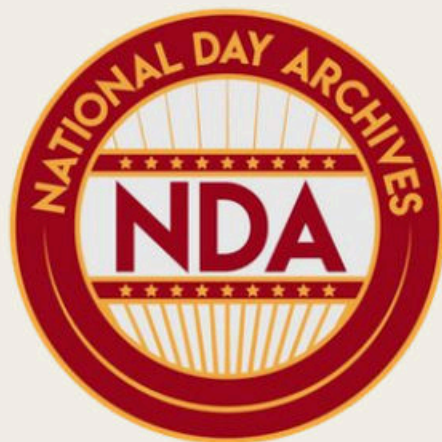
YouTube subscribers



2,181

Mailing list

ORGANIC MEDIA



Fathers Eve is recognized as
a "National Day"

Fathers Eve – National Day
Archives



Fathers Eve has been
covered by NBC National TV
News and many TV and radio
and newspaper outlets and
podcasts.



Past work done by contractor
Father's Eve
Case Study | Celebrating
Fatherhood

MEDIA PARTNERSHIPS



Fathers Eve enjoys national media Partnerships with these groups, reaching 1 million + impressions each year:



Members:	200+
Website views (monthly avg.):	1,500
Twitter followers:	9,200
Facebook likes:	13,000
Instagram followers:	2,122
Podcast listeners (monthly avg.):	500

[LEARN MORE](#)



Case Studies and Activation Ideas



CASE STUDY - SPORT CLIPS



Sport Clips Haircuts – provided **free haircut coupons** for all attendees, and social media shout outs, looking to drive customers into their stores



Sport Clips Haircuts

Happy to partner with **Fathers Eve**! Make sure to head to their page on Saturday, June 19 for a FB live event to join in on the fun.
#FathersDay



Sport Clips Haircuts

Tonight's the night, Dads! Join **Fathers Eve** for their livestream event celebrating #fatherhood everywhere. Don't miss out!...



Sport Clips is a **continuing national sponsor** of Fathers Eve

ACTIVATION OPPORTUNITIES / IDEAS



Dad Stories Contest



A storytelling contest with live performances, audience voting, and prizes.



A chance to share personal, meaningful, or humorous experiences while connecting with others.



High emotional engagement and the creation of authentic, shareable content tied to sponsors brand.



Metrics to measure include, minutes of content generated, social shares, website traffic.

Dad Lounge Experience



A curated lounge with premium experiences.



A relaxing retreat featuring indulgent activities like whiskey tasting and massages.



Positioning sponsors as a premium lifestyle brand catering to men who value quality and leisure.



Metrics to measure include, number of people and time spent in lounge area, feedback from users.

Grill & Chill Cook-Off



A barbecue competition with branded grilling stations, judges, and prizes.



An exciting opportunity to showcase their grilling skills and enjoy a social event centered on food.



Sponsors brand association with a beloved dad activity and the chance to highlight grilling products and foods.



Metrics to measure include, number of contestants, food and equipment trials and feedback from contestants and judges and audience.



How We Work With Our Partners



BUILT JUST FOR YOU



We don't do the Gold, Silver, Bronze thing because we know that doesn't work.

We want to learn about your goals, how you measure ROI and what you are trying to achieve.

Once we know that, then we can offer you something tailored to your needs.

SOME OF THE WAYS WE CAN WORK TOGETHER



Naming
Opportunities



Onsite and Virtual
Activations



Brand
Recognition



VIP
Opportunities



Hospitality and
Sampling



Experiential
Marketing



Games and
Contests

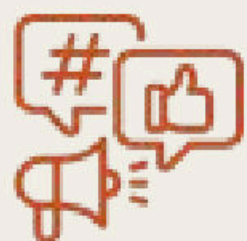


Exhibiting
opportunities

Consider: **Single event, 1-year partnership, Multi-year partnership**

In other words, we want to hear about your goals and then build something just for you and your budget.

ALL OF OUR SPONSORS RECEIVE



Social media posts
and stories



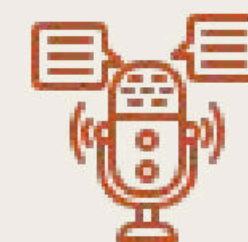
Sponsored blog
posts



Email mentions in
Fathers Eve newsletters



Inclusion in Fathers Eve
website's sponsor page



Fathers Eve podcast and
interview features



LET'S START A CONVERSATION

We're excited to hear about your sales and goals for your organization, and how we can help you in achieving them.



Let's TALK! and share
ideas and explore the
possibilities!



John Francis

Founding Father and Head
of Corporate Partnerships



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