Fathers EVE
CELEBRATING FATHERHOOD

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 hasgrown in popularity over the years, and is now celebrated in dozens of cities across the United States and even internationally.



Virtually

Online virtual eventlivestreamed, 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.

LIVE

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.**



Fathers EVE
CELEBRATING FATHERHOOD

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 **2025**



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

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GENDER SPLIT

95% MALE



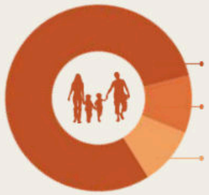
5% FEMALE

AGE GROUPS

40%
30–39
years old

35%
40–49
years old

MARITAL STATUS



80% MARRIED/PARTNERED
10% SINGLE
10% DIVORCED/WIDOWED

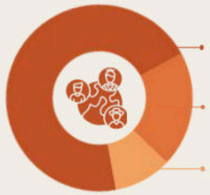
PARENTING STATUS

80% HAVE CHILDREN



50%
HAVE CHILDREN AGED 6–15 YEARS

ETHNICITY



70% WHITE/CAUCASIAN
20% MULTI-ETHNIC OR OTHER
10% HISPANIC, BLACK, OR ASIAN

TOP INCOME BRACKET

25%
EARN **$200,000+ ANNUALLY**



60%
EARN **$100,000–$124,999 ANNUALLY**

DUAL-INCOME HOUSEHOLDS

75%
REPORT COMBINED EARNINGS



40%
PRIORITIZE LONG-TERM FINANCIAL GOALS LIKE INVESTMENTS.

LOWER INCOME SEGMENT

10% EARN UNDER **$50,000** ANNUALLY

SPENDING POWER



70%+
COMFORTABLE
FINANCIAL SITUATION

HOME OWNERSHIP



80% **OWN HOMES**
REFLECTING STABLE ECONOMIC BACKGROUNDS

DEGREE HOLDERS

55%
HAVE A BACHELOR'S DEGREE



30%
HOLD ADVANCED DEGREES

EDUCATION INVESTMENT



20%+
AREACTIVELY PURSUING ADDITIONAL CERTIFICATIONS OR EDUCATION FOR **CAREERGROWTH**

IN THE NEXT 18 MONTHS...

OUR AUDIENCE HAS THESE PURCHASE INTENTIONS

Fathers EVE® CELEBRATING FATHERHOOD

HOME IMPROVEMENT



45% PLAN RENOVATIONS

$5,000–$10,000 BUDGET

TECHNOLOGY

60% UPGRADING DEVICES



35% WANT SMART HOME PRODUCTS

AUTOMOBILE

25% BUYING VEHICLES



10% PREFER EVS

TRAVEL

50% DOMESTIC TRIPS

$3,000–$5,000 BUDGET



20% INTERNATIONAL TRIPS

EDUCATION

20% INVESTING IN KIDS' ACTIVITIES



10% PURSUING CERTIFICATIONS

HEALTH & FITNESS



40% BUYING GYM GEAR OR MEMBERSHIPS

ENTERTAINMENT



30% INCREASING DINING/ STREAMING SPEND

HOBBIES



25% INVESTING IN SPORTS, ARTS,ORMUSIC EQUIPMENT

PREMIUM BRANDS

70% PRIORITIZE QUALITY



50% PREFER SUSTAINABLE BRANDS

ONLINE SHOPPING



85% BUYELECTRONICS,APPAREL, GROCERIES ONLINE

SUBSCRIPTIONS



40% EXPLORING FITNESS, STREAMING,OR EDUCATION SERVICES

INVESTMENTS

35% SAVING FOR RETIREMENT



15% INTO CRYPTO/ REAL ESTATE

MAJOR PURCHASES



30% BUYINGFURNITUREOR APPLIANCES

$1,500–$3,000 SPEND

GIFT SPENDING



50% BUDGETING

$500–$1,000 ANNUALLY

INSURANCE UPGRADES



20% REVIEWINGORSWITCHING PROVIDERS

OUR AUDIENCE IS RESPONSIVE

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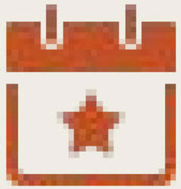
FEEDBACK WILLINGNESS

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% REPORTEDATTENDING LOCALORVIRTUAL 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 THEPAST 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



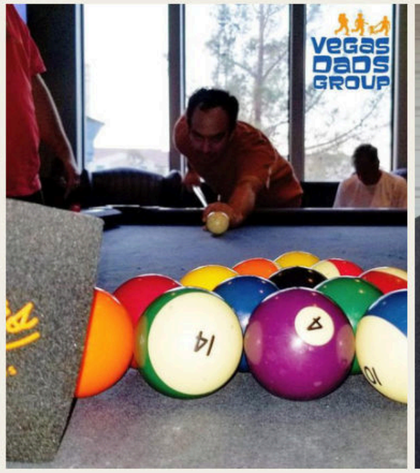
80% PREFEREMAILASTHEIR PRIMARY COMMUNICATIONCHANNEL

50% ARERECEPTIVETOONLINE SURVEYSORFEEDBACK FORMS, SHOWINGRESPONSIVENESS TO DIGITAL ENGAGEMENT

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Let me introduce you to...







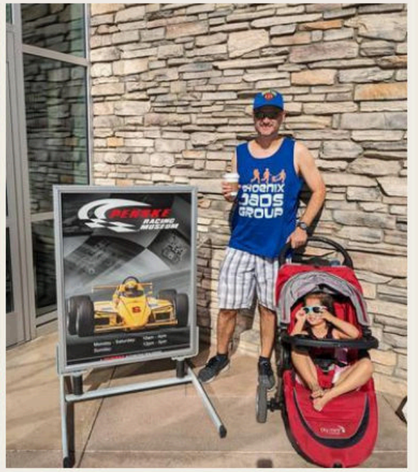








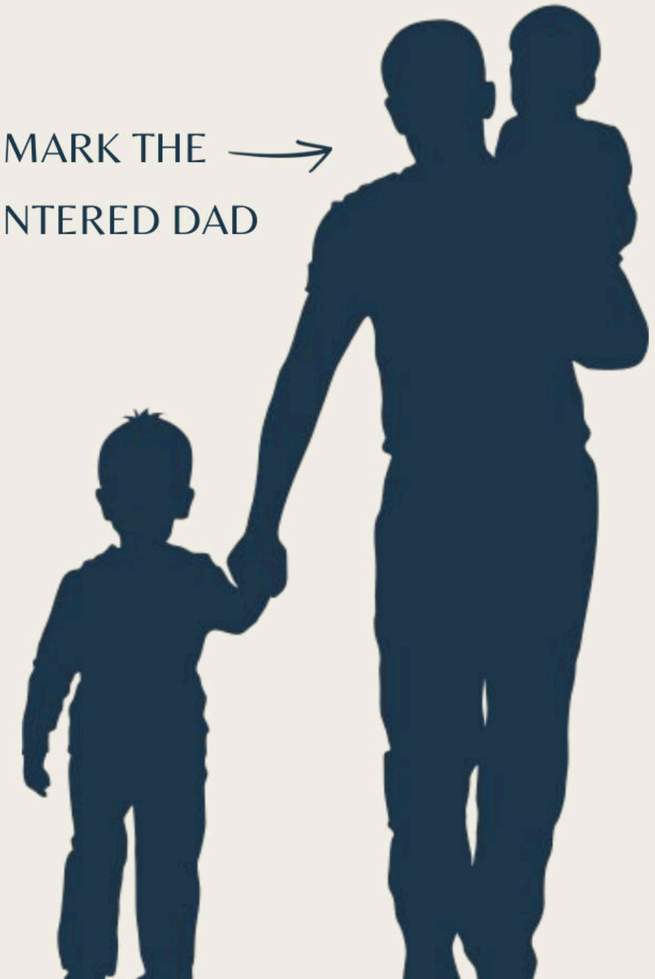




FAMILY-FOCUSED FATHERS

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MARK THE CENTERED DAD →



DEMOGRAPHICS

AGE **42**

BACHELOR'S DEGREE

LIVING IN A **SUBURBAN MARKET**

MARRIED WITH **3 CHILDREN** SCHOOL-AGED

INCOME PRIMARILY **$110,000**

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 withbrandsto**host family challenges or give away branded merchandise**, such as backpacks or board games.



EVENT ENTHUSIAST DADS

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CHRIS THE SOCIAL DAD →



DEMOGRAPHICS

AGE **50**

MASTERS DEGREE

LIVING IN A **LARGE METROPOLITAN MARKET**

MARRIED/PARTNERED WITH **2 ADULT CHILDREN**

INCOME PRIMARILY **$150,000 +**

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, VIPlounges sponsored by a luxury brand, or sports challenges with **branded prizes**



COMMUNITY-ORIENTED PARTICIPANTS

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DAVE THE SUPPORTIVE DAD



DEMOGRAPHICS

AGE **35**

HIGH SCHOOL GRADUATE

LIVING IN A **SMALLER TOWN**

MARRIED WITH **2 SCHOOL-AGED 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**

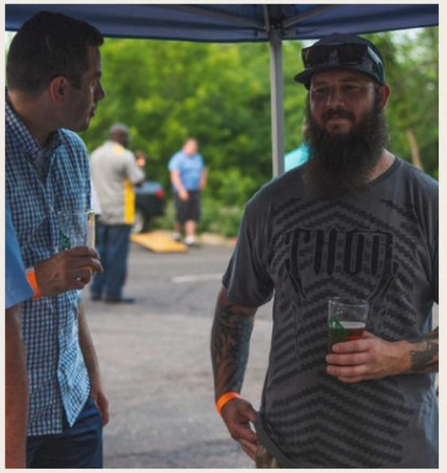
Gravitates toward brands with a **clear social mission or focus on community building**

EVENT TIE-INS

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

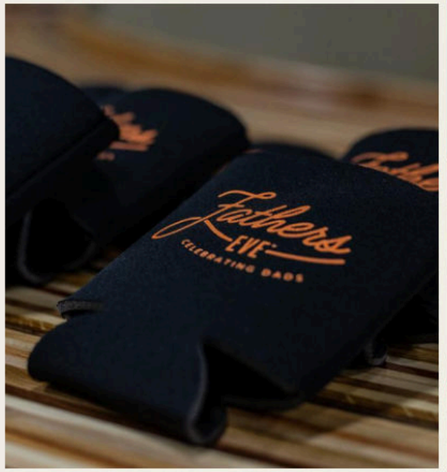


Digital and Media Presence



















DIGITAL PRESENCE

Fathers EVE
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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:



Case Studies and Activation Ideas









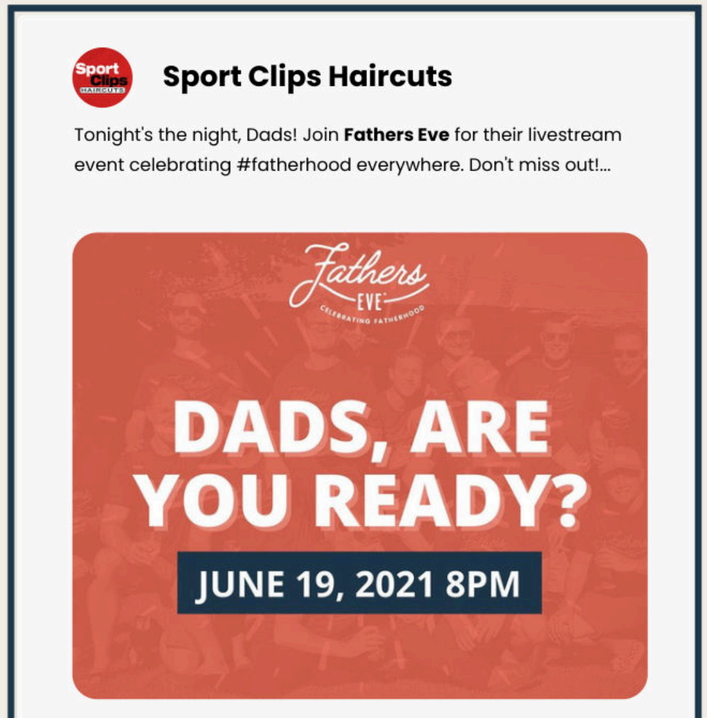





CASE STUDY - SPORT CLIPS

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





Sport Clips 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

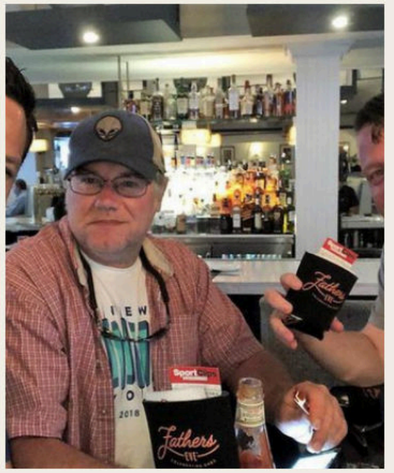
- A curated lounge with premium experiences.
- A relaxing retreat featuring indulgent activities like whiskey tasting and massages.
- Positioning sponsors as a premium lifestyle brand catering to men who value quality and leisure.
- Metrics to measure include, number of people and time spent in lounge 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.

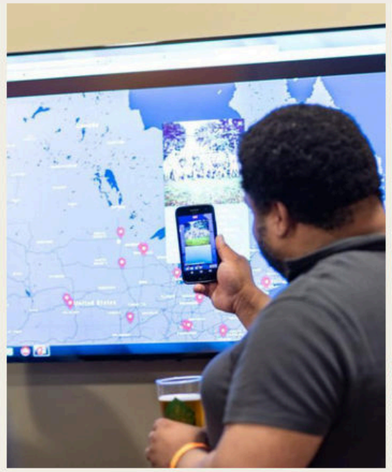
How We Work With Our Partners













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

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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

Fathers EVE
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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

Fathers EVE
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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

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