



Honoring excellence in family-friendly
media, products and services.

Sponsor Packet

Version 010409

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Print or type See specific instructions on page 2.	Name (as shown on your income tax return) Mom's Choice LLC	
	Business name, if different from above	
	Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Other ▶ <input type="checkbox"/> Exempt from backup withholding	
	Address (number, street, and apt. or suite no.) 725 Watch Island Reach	Requester's name and address (optional)
	City, state, and ZIP code Chesapeake, VA 23320	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number								

or

Employer identification number								
2	6	0	8	4	3	8	4	5

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

Sign Here

Signature of
U.S. person ▶

Jane Altschuler

Date ▶ **6/1/09**

Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

U.S. person. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

In 3 above, if applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

For federal tax purposes, you are considered a person if you are:

- An individual who is a citizen or resident of the United States,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or
- Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,



**MOM'S
CHOICE AWARDS®**

Honoring excellence in
family-friendly
media, products and services.

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**MOM'S
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HONORING EXCELLENCE The Mom's Choice Awards® is an annual awards program created to recognize excellence in family-friendly media, products and services in the following categories:

- Books / eBooks / Audio Books
- Music
- Home Video/DVD
- Educational Video Games / Electronic Learning
- Educational Software
- Educational Products
- Magazines
- Online Resources (Websites, eMagazines & Blogs)

A Mark Of Distinction

Parents, educators, librarians, retailers and the media rely on our evaluations when selecting quality materials for children and families. The Mom's Choice Awards® seal helps families and educators navigate the vast array of products and services and make informed decisions.

Our Esteemed Panel Of Judges

An esteemed panel of judges includes education, media and other experts as well as parents, children, librarians, performing artists, producers, medical and business professionals, authors, scientists and others. A sampling of our panel members includes:

- **Dr. Twila C. Liggett**
Ten-time Emmy-winner, professor and founder of Reading Rainbow
- **Julie Aigner-Clark**
Creator of Baby Einstein and The Safe Side Project
- **Jodee Blanco**
New York Times Best-Selling Author
- **LeAnn Thieman**
Motivational speaker and coauthor of seven *Chicken Soup For The Soul* books
- **Tara Paterson**
Certified Parent Coach, founder of The Just For Mom Foundation™, the Mom's Choice Awards® and the online web resource justformom.com

The Evaluation Process

The MCA judges are bound by a strict code of ethics which ensures expert and objective analysis free from any manufacturer association. The evaluation process uses a proprietary methodology in which entries are scored on a number of elements including production quality, design, educational value, entertainment value, originality, appeal and cost. Judges are especially interested in products that help families grow emotionally, physically and spiritually; are morally sound; promote universal values and good will; are inspirational and uplifting.



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A Trusted Resource

Parents, educators, retailers and the media trust the Mom's Choice Awards® for product reviews and evaluations. Products and services bearing the MCA seal help parents, caregivers, educators and retailers select quality materials and products for children and families.



The Mom's Choice Gold Seal is awarded to media, products, and services that are rated the highest quality, most appealing in their market category.

The Mom's Choice Silver Honor Seal is awarded to media, products and services that rate a high second with one or more evaluating groups.



Philanthropic Spirit

Once the competition closes, all products submitted for consideration are donated to schools, libraries and charities across the country.



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YOU'RE INVITED The Mom's Choice Awards® (MCA) is inviting a select group of companies to participate in the MCA corporate sponsorship program. The MCA and its sponsor affiliates will become the vanguard for promoting quality media, products and services for families everywhere.

Sponsor Incentives

As a corporate sponsor, you will receive significant return on your investment:

- The MCA is an internationally recognized program;
- Your company will gain attention as a company supporting families;
- Your company's name, brands and services will be closely aligned with award-winning products and services nationally recognized by parents, educators, librarians, retailers and the media.

Marketing To Women

If your company has a strong desire to be effective in strategically marketing to women (and mom's in particular), then you should strongly consider sponsoring The Mom's Choice Awards® as part of your marketing plan. The female consumer market (and specifically the mommy-market) is one of the most profitable and sought after consumer segments. Women control 85% of financial decisions, yet 70% of women feel companies are not doing a good job at connecting with them.

As a supporter of the Mom's Choice Awards®, your company will establish a rapport with women of every generational and ethnic segment – not only moms, but also women entrepreneurs and influential leaders. Your company's name, brands and services will be closely aligned with award-winning products and services that complement a woman's complex lifestyle.



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THE PACKAGES The following packages are available and guarantee *exclusive industry sponsorship* for your company/organization. **All packages include:**

- Exposure with the MCA community along with BookExpo America (30,000 attending) and ABC Kids Expo (12,000 attending).
- Ad space in *Entro®* – The Mom's Choice Awards® Magazine.
- Your company name, logo and/or brand, with web link, included in the MCA eNewsletter sent to approximately 17,000 subscribers every month.
- A professionally designed web banner prominently featuring your company name, logo and/or brand, with web link prominently featured on the MCA homepage.

Platinum (Limit 2)

\$10,000

All of the items listed above, plus:

- Your company name, logo and/or brand prominently featured at all MCA promotional events for the rest of – to include professionally designed graphic integrated into our tradeshow booth exhibit (must commit by March 15th to guarantee this feature).

Note: We will be filming interviews with MCA honorees at BookExpo America. Interviews are conducted by MCA Founder, Tara Paterson and will be professionally filmed and produced. Many times, these interviews are used by the media. Ms. Paterson has been featured on CNN, the Today Show, the Early Show and 48 Hours and in the Washington Post, Newsweek, USA Today, Parenting Magazine and many other national publications. Your company name, logo and/or brand will be prominently featured in the backdrop giving you another opportunity for national media exposure.

- Inside front cover or inside back cover ad position in *Entro®* – The Mom's Choice Awards® Magazine (space is available on a first come basis – a value of \$3,254).
- Your company provided promotional item to be distributed at all MCA promotional events.

Gold

\$5,000

All of the items listed at the top this page with a full page ad space in *Entro®* - The Mom's Choice Awards® Magazine (space is available on a first come basis).

Silver

\$3,000

All of the items listed at the top this page with a one-half page ad space in *Entro®* - The Mom's Choice Awards® Magazine (space is available on a first come basis).

PARTICIPATION After selecting your package, complete the form on page 6 of this packet and return it by fax or mail with your payment.



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SPONSOR INFORMATION FORM

Please complete and return by fax or mail.

Date: _____

Your Name: _____ Phone: _____

Title: _____ Email: _____

Company Name: _____

Billing Address: _____

Package Selection:

Platinum - \$10,000 Gold - \$5,000 Silver - \$3,000 Donor \$ _____

Years: 2009 2010 2011 2012 Renewal: Auto Reapply

Important Dates:

March 1st Ad artwork due

May 15th Sponsor provided promotional items due for BookExpo (30,000 attending)

Aug 15th Sponsor provided promotional items due for ABC Kids Expo (12,000 attending)

Payment Information

In-Kind Type: _____

Check/Money Order Enclosed: *Make payable to Mom's Choice in US Dollars*

Visa MasterCard AmEx Discover Bill To PO #: _____

Cardholder Name: _____ Billing Zip Code: _____

Account Number: _____ Secure ID: _____ *Required*

Signature: _____ Expiration: _____

Return to:

Notes:

Mom's Choice Awards
Attn: Sponsor Relations
725 Watch Island Reach
Chesapeake, VA 23320
757.410.9409 X712
757.410.9409 Fax

A word about our fax system: we use 24-hour fax recognition technology. Depending on your fax machine, you may hear a greeting when dialing our fax machine. Simply ignore the greeting and push "start/send" on your machine and our system will accept your fax transmission.