



A Sponsorship Opportunity

America's Blended Family Nation

Every glowing point on this map is a household reshaped by remarriage, co-parenting, or a single parent raising kids alone. **It is the largest family demographic in America** — and almost no one is speaking to it directly. **But you can!**

29,000,000

Blended-Family Households Nationwide

Homes built around remarriage, co-parenting, and step-relationships — a distinct, fast-growing category of the American family, largely unaddressed by mainstream brands.

One Household, a Whole Network

Each blended-family household reaches deep into extended family — multiplying who a sponsor's message can reach.

58M

Husbands & wives living the blended-family experience

36M

Children growing up in a stepfamily home

42M+

Grandparents — often 3–4 sets per family — an overlooked, engaged audience

14M+

Single-parent homes navigating the same journey

12M

Children being raised in single-parent households

80M+

Registered voters inside this community — a real civic and consumer voice

210M

Americans touched weekly by blended & single-parent family life

\$2.3T+

Estimated annual buying power across USABFA's blended-family households*

*Estimate: 29M blended-family households × \$78,535 average annual household spending (U.S. Bureau of Labor Statistics, Consumer Expenditure Survey, 2024).

Why Partner With USABFA

A monthly sponsorship puts your brand inside a community that already trusts USABFA for the moments that matter.

A Category No One Owns

Blended and single-parent families are the largest family type in America, yet almost no brand speaks to them as a distinct group.

Built-In Trust

Members turn to USABFA weekly for coaching, counseling referrals, and support — your offer arrives inside that relationship, not against it.

Real Purchase Moments

Legal help, counseling, travel, insurance, home businesses, family dining — USABFA members are actively shopping these categories today.

Multi-Generational Reach

One partnership reaches parents, stepparents, teens, and grandparents — several buying households from a single relationship.

Become a Monthly Partner

Join USABFA as a sponsor and put your brand in front of the largest, most loyal family demographic in America — starting this month.

USABFA.com

TeamUSA@USABFA.com · 402-367-3841



*"USABFA is one-stop source for resources, benefits, and a feeling of being something bigger than yourself."
— Dan Snell, Founder & CEO*