VENDOR & SPONSOR 2019 PACKAGE



FAMILY DAY WEEKEND

Markham Fair Grounds 10301 McCowan Rd, Markham

February 16 - 18 | 10am - 6pm

kidapalooza.ca

The 4th annual Kidapalooza Family Festival will take place at the Markham Fair Grounds on Family Day Weekend, February 16th - 18th, 2019. The Festival will take place in over 45,000 square feet of indoor space and across 2 acres of outdoors space featuring activity stations, playzones, interactive inflatables and kiddle midway rides, dance parties, a performance stage, meeet & greets, and marketplace vendors. This three-day long celebration of the imagination will have families creating, exploring and playing together. Kidapalooza is committed to providing a hands-on, creative experience for families from all across the Greater Toronto Area.

Expected Attendance: 16,000+ (the most recent fall fest hosted 20,000+ attendees)

Families with children 2-12 years of age Target Market:

DEMOGRAPHIC PROFILE (based on 2016 ottendace)

AGE OF CHILDREN

25% are 0-2yrs



22% are 5-8yrs



90% are 25-44vrs



59% York Region



11% Durham





47% are 2-5yrs (6% are 8-12yrs



10% are other



24% Toronto



6% Other



BUILD IT

Construction activities with lego stations, cars, race tracks & sand tables



BOUNCE IT

Bounce on over to jumpy castles, obstacle courses, and ride on toys



SPORT IT

Promoting active bodies with tennis, basketball, soccer & more



IMAGINE IT

Imagination station with dress up, tea parties, princesses & knights



Make & take painting & crafting activities, group art installations



PETIT

Visit the petting zoo to feed & learn about animals & the great outdoors



DANCEIT

Main stage performances & shows will keep you grooving all weekend long



SNACK IT

Refuel at the snack shack with a variety of food trucks & confections

Kidapalooza will begin its marketing and advertising program eight weeks prior to the event, through to festival weekend. The advertising plan includes:

- Paid Ads through Web, Print & Radio
- Extensive Social Media Marketing Campaign
- Over 20,000 thousand printed flyers and posters
- Promotional flyer distributed at major events
- Cross promotion through Sponsors & Partners
- Campaigns with top GTA Mommy Bloggers, Mom Groups and Organizations
- Targeted Email Promotions
- PR Efforts, Press Releases & Interviews
- Contests and Giveaways

additional charge









SOME OF THE MEDIA YOU CAN EXPECT TO SEE US IN:











ENDOR OPPORTUNITIE

The 3rd annual Kidapalooza Family Festival offers a great opportunity to increase public awareness of your organization with families in our community, and from all across the Greater Toronto Area. Your company will have the opportunity to get your products or services in front of over 20,000 parents and young children.

Vendors are carefully selected as space is limited. The opportunity is open to vendors who provide products or services targeted to the specific demographic and/or provide an activity that will engage the attendees.

Vendor Booth Includes: Fees (not including HST): Drapped booth 5'd x 10'd Booth.....\$595 One 8' table & two chairs Four event tickets (2 adult, 2 child) 10' x10' Booth.....\$895 Electrical power is available at an 10' x 20' Booth.....\$1495

For more information or a custom booth size - contact: Olivera Pavlovic, Event Director | info@ellevents.ca | 416-414-2466

SPONSORSHIP OPPORTUNITIES

Kidapalooza Family Festival offers a great opportunity to increase public awareness of your organization with families in our community, and from all across the Greater Toronto Area. Sponsorship programs can be customized to meet your specific goals and budget. Through sponsorship, your company will:

- Increase brand recognition & loyalty while maximizing your marketing budget
- · Promote your product or service to a target demographic with on-site exposure
- Take advantage of the extensive pre-event marketing that will generate over 18,500,000 impressions throughout our 8-week advertising campaign
- Present your company as a strong member of the community to thousands of local residents

Contact us to for more information and together we can customize a package that meets your needs.

Olivera Pavlovic, Event Director | info@ellevents.ca | 416-414-2466

SPONSORSHIP PACKAGES

PRESENTING SPONSOR - \$8,000

As the Presenting Sponsor of Kidapalooza, your company will receive extensive exposure and the highest level of visibility in pre-event promotions via the festival's mass multi-media campaign and all throughout the three-day event. All references to the event will state Kidapalooza sponsored by "Company Name".

This sponsorship package includes:

- Company name and/or logo on all promotional materials including 20,000 flyers and posters, print, radio and web ads, the Kidapalooza website, television interview mentions
- · Exclusive logo inclusion on Road Signs and Community Banners
- Recognition as the Presenting Sponsor in all media releases
- Recognition as the Presenting Sponsor with on-stage announcements at the event
- · Company name and logo on sponsor signage throughout the event
- 10' x 20' festival booth or site space (\$1495 value)
- Full page ad on the inside front cover of the Kidapalooza Coupon Book distributed to each family attending the festival (\$375 value)
- 10 adult passes and 10 child passes to the festival (\$330 value)



FESTIVAL STAGE SPONSOR - \$4,000

As the Kidapalooze Stage Sponsor you will have the opportunity to place your company's name and logo on the focal point of the event as dozens of performers and shows entertain the children. Your company will have exclusive naming rights of the festival stage and all media references will state "Sponsor Name Main Stage".

- Company name or logo on all promotional materials, 30,000 flyers and posters, print, radio and web ads, the Kidapalooza website, television interview mentions
- Recognition as the Stage Sponsor in all media releases
- Recognition as the Stage Sponsor with on-stage announcements at the event
- Company banner placed on or above the main stage
- · Company name and logo on sponsor signage throughout the event venue
- 10' x 10' festival booth or site space (\$495 value)
- Full page advertisement in the exclusive Kidapalooza Coupon Book distributed to each family attending the festival (\$300 value)

INTERACTIVE ON-SITE CAMPAIGN - \$1,500+

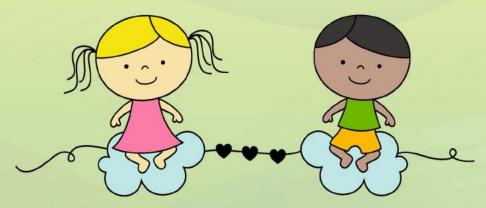
An opportunity to create a custom onsite campaign that will get attendees interacting with your brand. Some examples include:

- An onsite photo booth with each printed photo containing your company logo on it, an item a family would display and hold on to for a long time
- Interactive Graffiti Wall is a state-of-the- art system that uses a projection or touch screen to display an image and attendees have the opportunity to use infrared spray cans to interactive with and draw on the image and post it right to their social media
- An on-site contest utilizing your brand or product such as a vehicle filled with sports
 balls or toys where attendees have to guess the amount of items inside to win a prize.
 This type of contest can be customized with a variety of products of services.

VOLUNTEER SHIRT SPONSOR - \$1,500 *SOLD*

An opportunity to have your company name and logo prominently displayed on volunteer and staff shirts worn at the festival. This sponsorship package also includes:

- Company name or logo on all promotional materials, 30,000 flyers and posters, print, and web ads, the Kidapalooza website, social media mentions
- · Company name and logo on sponsor signage throughout the event venue
- Half page advertisement in the Kidapalooza Coupon Book distributed to each family attending the festival (\$175 value) and 50% off 10x10 booth pricing (\$250 value)



PLAYZONE SPONSORS - \$1,000

An opportunity to sponsor one of our playzones: Build It, Sport It, Craft It, Imagine It Toddler It and Pet It. This sponsorship package includes:

 Company name or logo on all promotional materials, 30,000 flyers and posters, print, and web ads, the Kidapalooza website, social media mentions

Company name and logo on sponsor signage throughout the event venue as well as hanging from the ceiling of your sponsored play zone

 Half page advertisement in the exclusive Kidapalooza Coupon Book distributed to each family attending the festival (\$175 value) OR 50% off 10x10 booth pricing



BOUNCE IT SPONSORS - \$500

The Bounce It playzone features 11 inflatable rides and interactive activities. This package provides the opportunity to place a company advertisement next to a dedicated inflatable with a sign declaring sponsorship by your company in support of this community event. This package also includes:

 Company name and logo on promotional materials and the Kidapalooza website with a direct link to your website

 Company name and logo on sponsor signage throughout the event venue as well as your banner/ad/poster at a dedicated inflatable

 Quarter page advertisement in the exclusive Kidapalooza Coupon Book distributed to each family attending the festival (\$100 value)

SAMPLING/DEMO OPPORTUNITY - \$500

An opportunity to provide sample items and a sponsor team to distribute throughout the event site or conduct a demo of your service on stage such as a dance class or martial arts. Limited spots available.

KIDAPALOOZA COUPON BOOK

In lieu of a swag bag, Kidapalooza will be producing 5000 coupon books to be distributed to each family attending the festival. The booklet will consist of coupons or ads, a floorplan of the festival and the stage show schedule. A coupon or discount code invites the attendees to try your service or product while an ad will provide you with further exposure to your target demographic.

AD OR COUPON SIZE	COST
Quarter Page - 2.75" x 4"	\$125
Half Page - 5.5" x 4"	\$200
Full Page - 5.5" x 8.25"	\$300
PREMIUM SPOT – Inside or back cover	\$375