



SPONSORSHIP OPPORTUNITIES

Kidfetti 2011- Marketing Opportunities

Dear Kidfetti Sponsor,

Let me introduce you to Kidfetti... a one of a kind, kid-centric music and fun fest held in Ocala, Florida. Kidfetti features performances by recognized, youth-oriented entertainers and musical performers, as part of a large, outdoor music and cultural festival focusing on the importance of protecting and nurturing the mental and physical wellness of our children.

The two previous events proved to be successful and uplifting celebrations for the nearly 10,000 children and families that attended the festivities as evidenced by the amount of community feedback and press the event received. Kidfetti provides valuable opportunities for families of all types to connect through activities that build and strengthen communication while also providing a friendly branding environment for sponsors. This was clearly visible in our post event research, as well as the photographs taken at the events which are featured on our website, www.Kidfetti.com. We have been privileged to share Kidfetti with many local and regional sponsors.

Picture parents and children laughing together as they interact in sponsored workshops focusing on art, music, health, literacy, and the environment while fostering better communication skills. All of these sessions focus on fun with the goal of bringing children and their parents, grandparents or caregivers closer together. This is the spirit of Kidfetti.

The event producers have created unique marketing opportunities for a select group of sponsors that will help build your business in Central Florida via customized marketing programs including on site signage, interactive activities, sampling, and massive public relations efforts- all encased in on-on-one opportunities to interact directly with your costumers while impacting families in a way that will last far beyond the event.

The Centers, a Central Florida based 501 (c)(3) private mental health and substance abuse treatment center, hosts this event in an effort to raise money to help children and adolescents achieve their highest level of functioning. By choosing to support Kidfetti, you can make a difference in the lives of many by enabling us to bring this interactive and creative event to families while providing funding for a worthwhile cause.

Visit the Benefiting page for more information about The Centers- Mental Wellness from the Heart, Inspiration through the Arts. Please contact me regarding the many different ways you and your organization can share in and contribute to this unique and uplifting project.

Sincerely,
Laurie W. Zink
Development Director
The Centers, Inc.
lmenard@thecenters.us



CORPORATE SPONSORSHIPS

Platinum Sponsor

Our Platinum Sponsorship provides the greatest co-branding and promotional opportunities; product placement, and merchandising rights for the 2011 Kidfetti Music & Fun Fest.

The event will be highly promoted and advertised in Central Florida. Event marketing is an aggressive combination of traditional media advertising and online marketing. This will include television, radio, billboards, print and online advertising and marketing in the targeted area.

Kidfetti draws a substantial attendance of kids and families, based on recognized performers who appeal to the target audience, and the interactive activity booths. Projected attendance is 10,000 to 12,000.

The purpose is two-fold: To heighten the overall awareness of the critical crises threatening our youth today and to fundraise for pre-teen and teen prevention and intervention programs.

The Platinum Sponsor package will include, but is not limited to:

- Main Stage – Naming of Stage. Logo banner displayed for the duration of the event.
- Live promotional announcements between performances.
- Promotional tie-ins, including all media advertising and marketing, i.e. television, radio, billboards, newsprint, website, flyers, posters, and all forms of online advertising and marketing promoting the event. Sponsor logo utilized where applicable.
- Sponsor logo embedded in a marquis banner on the official Kidfetti website with a link to the Sponsor's website.
- Product exclusivity.
- Product Placement at event.
- Option to have Sponsor enrichment activity.
- Option for giveaways during, before, and after the event.
- Sponsor concert wing seating for 26 with buffet. VIP parking.
- First Right of Refusal for future Kidfetti Music & Fun Fest Events as Platinum Sponsor.

PLATINUM SPONSORSHIP INVESTMENT \$25,000.00

To book your sponsorship, contact Laurie W. Zink at 352-291-5462

CORPORATE SPONSORSHIPS

Gold Sponsor

Our Gold Sponsorship provides numerous co-branding and promotional opportunities as well as the option for product placement in the 2011 Kidfetti Music & Fun Fest.

The event will be highly promoted and advertised in Central Florida. Event marketing is an aggressive combination of traditional media advertising and online marketing. This will include television, radio, billboards, print and online advertising and marketing in the targeted area.

Kidfetti draws a substantial attendance of kids and families, based on recognized performers who appeal to the target audience, and the interactive activity booths. Projected attendance is 10,000 to 12,000.

The purpose is two-fold: To heighten the overall awareness of the critical crises threatening our youth today and to fundraise for pre-teen and teen prevention and intervention programs.

The Gold Sponsor package will include, but is not limited to:

- Second Stage – Naming of Stage. Logo banner displayed for the duration of the event.
- Live promotional announcements between performances.
- Promotional tie-ins, including advertising and marketing, i.e. television, radio, newsprint, website, and all forms of online advertising and marketing promoting the event.
- Sponsor logo embedded in a premium position on the official Kidfetti website with a link to Sponsor's website.
- Product Placement at event.
- Option to have Sponsor enrichment activity.
- Option for giveaways during, before, and after the event.
- Sponsor concert wing seating for 14 with buffet. VIP parking.
- First Right of Refusal for future Kidfetti Music & Fun Fest Events as Gold Sponsor.

GOLD SPONSORSHIP INVESTMENT \$12,500.00

To book your sponsorship, contact Laurie W. Zink at 352-291-5462

ADDITIONAL SPONSORSHIP PACKAGES

These sponsorship packages provide co-branding, promotional opportunities and product placement, as well as receiving consistent recognized support as an important sponsor for the 2011 Kidfetti Music & Fun Fest. Kidfetti's purpose is two-fold: To heighten the overall awareness of the critical crises threatening our youth today and to fundraise for pre-teen and teen prevention and intervention programs.

The **Activity Sponsorship Program** gives the organization the opportunity to name the area, with logo and banners, that will be focused on bringing children and their parents, grandparents, or caregivers closer together through activities that build and strengthen communications and family ties in light-hearted settings. These enrichment activities focus on music, art, literacy, health, and the environment.

This package also includes:

- Naming of activity areas and recognition throughout.
- Live promotional announcements between performances & during the activities.
- Sponsor logo embedded on the official Kidfetti website with a link to Sponsor's website.
- Promotional tie-ins, including listing on all printed materials and website advertising.
- Option for giveaways during, before, or after the event.
- Option to have Sponsor enrichment activity.
- Sponsor concert wing seating for 10 with buffet. VIP parking.

ACTIVITY SPONSORSHIP INVESTMENT \$7,500.00

The **VIP Family Lounge & Rest Areas Sponsorship Program** gives an organization the opportunity to name the VIP Stage Seating Area, and the VIP Family Lounge & Rest Areas with logo and banners, where light refreshments will be provided for all VIP ticket holders.

This package includes:

- Naming of VIP Stage Seating Area and VIP Family Lounge & Rest Areas.
- Live promotional announcements between performances.
- Promotional tie-ins, including listing on all printed materials and website advertising.
- Option to have Sponsor enrichment activity.
- Option for giveaways during, before, or after the event.
- Product placement inside the VIP Family Lounge & Rest Areas.
- Sponsor concert wing seating for 8 with buffet. VIP parking.

VIP AREA SPONSORSHIP INVESTMENT \$5,000.00

The **Entertainment Sponsorship Program** allows the organization to choose an act they find suitable in sponsoring, as it relates to their company's products, services, and or corporate philosophy. (This choice must be approved by the act's management team.) Depending on choice of act, this package could include one or more performances. Provides promotional tie-ins to the artist, the event, and the purpose behind the event. This package also includes:

- Promotional tie-ins, including listing on all printed materials and website advertising.
- Live promotional announcements before and after the performance.
- Option to have Sponsor enrichment activity.
- Option for giveaways during, before, or after the performance.
- Sponsor concert wing seating for 6 with buffet. VIP parking.

ENTERTAINMENT SPONSORSHIP INVESTMENT \$3,000.00