



SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSORSHIPS

PRESENTING SPONSOR

Our Presenting Sponsorship provides the greatest co-branding and promotional opportunities; product placement, and merchandising rights for the 2009 Kidfetti Music & Fun Fest.

The event will be highly promoted and advertised in three major designated market areas (DMA). These markets include Orlando, Tampa, Jacksonville, and Daytona Beach, Florida. Event marketing will include 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 DMAs.

The event will draw a substantial attendance of kids and teenagers, based on nationally recognized performers who appeal to the target audience. Projected attendance for teenagers and pre-teenagers is 20,000 to 30,000. Kidfetti will also target over 1.3 million adults and parents in the Orlando, Tampa, Jacksonville, Daytona, Ocala, and Gainesville, Florida areas. 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 Presenting Sponsor package will include, but is not limited to:

- First Choice of Sponsorship of a previously scheduled Nationally Recognized Teenage Recording Artist (pending management approval), with promotional tie-ins to the event, and the purpose behind the event.
- Sponsor logo embedded in a marquis banner on the official Kidfetti website with a link to the Sponsor's website.
- 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, and all forms of online advertising and marketing promoting the event.
- Product exclusivity.
- Product Placement of one or more products in activity tents.
- Logo on printed materials and predetermined merchandise.
- Optional tie-in to Sponsor's national or regional existing advertising and/or marketing campaign(s).
- Option for giveaways during, before, and after the event.
- Presenting sponsor will have premium position on in-house printed tickets.
- VIP packages will be made available per sponsors needs, up to 60 VIP tickets.
- First Right of Refusal for 2010 Kidfetti Music & Fun Fest Event as Presenting Sponsor.

Presenting Sponsorship Investment \$100,000.00

TO BOOK YOUR SPONSORSHIP, CONTACT LAURIE MENARD 352-291-5462

CORPORATE SPONSORSHIPS

STAR SPONSOR

Our Star Sponsorship provides numerous co-branding and promotional opportunities as well as the option for product placement in the 2009 Kidfetti Music & Fun Fest.

The event will be highly promoted and advertised in three major designated market areas (DMA). These markets include Orlando, Tampa, Jacksonville, and Daytona Beach, Florida. Event marketing will include 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 DMAs.

The event will draw a substantial attendance of kids and teenagers, based on nationally recognized performers who appeal to the target audience. Projected attendance for teenagers and pre-teenagers is 20,000 to 30,000 alone. Kidfetti will also target over 1.3 million adults and parents in the Orlando, Tampa, Jacksonville, Daytona, Ocala, and Gainesville, Florida areas. 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 Star Sponsor package will include, but is not limited to:

- Sponsor logo embedded in a premium position on the official Kidfetti website with a link to Sponsor's website.
- Second Stage – Naming of Stage with logo and banner.
- 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.
- Product Placement at event.
- Optional tie-in to Sponsor's national or regional existing advertising and/or marketing campaign(s).
- Option for giveaways during, before, and after the event.
- Star sponsor logo will have primary position on in-house printed tickets.
- VIP packages will be made available per sponsors needs, up to 30 VIP tickets.
- First Right of Refusal for 2010 Kidfetti Music & Fun Fest Event as Star Sponsor.

Star Sponsorship Investment \$50,000.00

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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 2009 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 **MUSIC 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 and recorded promotional announcements before and after the performance.
- Optional tie-in to sponsor's existing national or regional advertising/marketing campaign(s)
- Option for giveaways during, before, or after the event.
- VIP packages will be made available per sponsors needs, up to 15 VIP tickets.

Music Sponsorship Investment \$25,000.00

The **VIP AREA SPONSORSHIP** gives an organization the opportunity to name the VIP area, with logo and banners, where food and drink will be provided for all VIP ticket holders. This package includes:

- Promotional tie-ins, including listing on all printed materials and website advertising.
- Live promotional announcements between performances.
- Optional tie-in to sponsor's existing national or regional advertising/marketing campaign(s)
- Option for giveaways during, before, or after the event.
- Product placement inside the VIP tent.
- VIP packages will be made available per sponsors needs, up to 12 VIP tickets.

VIP Area Sponsorship Investment \$20,000.00

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, and health. This package also includes:

- Promotional tie-ins, including listing on all printed materials and website advertising.
- Live promotional announcements between performances & during the activities.
- Optional tie-in to sponsor's existing national or regional advertising/marketing campaign(s)
- Option for giveaways during, before, or after the event.
- Option to have Sponsor enrichment activity.
- VIP packages will be made available per sponsors needs, up to 10 VIP tickets.

Activity Sponsorship Investment \$20,000.00

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