



SPONSORSHIP OPPORTUNITIES

Re: Kidfetti 2009 – Marketing Opportunities

June 2, 2008

Dear Kidfetti Sponsor,

Let me introduce you to Kidfetti...a one of a kind, kid-centric music and funfest held in Ocala, Florida. Kidfetti features performances by nationally 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.

This year, Kidfetti 2008 proved to be a successful and uplifting celebration for the 10,000+ children and families that attended the festivities as evidenced by the amount of community feedback and national press the event received. It provided valuable opportunities for families of all types to connect through activities that built and strengthened communication while being exposed in a friendly branding environment. This was clearly visible in our post event research as you can see in the photographs that were taken at the event which are featured in the enclosed material. We were privileged to share in Kidfetti 2008 with sponsors/ partners such as Burger King, CBI- Cheney Brothers, Inc., Embarq, Volvo, Wendy's, Cox Communications, Compass Bank, Lamar Outdoor Advertising, On Top of the World Communities, Event Partners, LLC, SCI- Steven Counts, Inc., Ocala.com, and many others.

Picture parents and children laughing together as they interact in sponsored workshops focusing on art, music, health, and literacy 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, an association with nationally recognized musical talent, and massive public relations efforts– all encased in one-on-one opportunities to interact directly with your customers while impacting families in way that will last far beyond the event.

The Centers, a Central Florida based 501 (c) 3 private behavioral health and substance abuse 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.

Please visit www.Kidfetti.com for more information on The Centers-Mental Wellness from the Heart, Inspiration through the Arts. I will be contacting you regarding the many different ways you and your organization can share in and contribute to this unique and uplifting project.

Sincerely,
Laurie Z. Menard
Development Director
The Centers, Inc.
lmnard@thecenters.us



2008 KIDFETTI ADVERTISING REACH

TOTAL REACH 7.5 MILLION

MAJOR RADIO STATIONS THAT PARTNERED WITH KIDFETTI:

106.9 KZY
98.5 KTK
98 AM/ 101.7 FM
1430 The Light WTMN
BIG 92.9
Magic 101.3
Mix 105.1
The SKY 97.3
Sunny 720 AM- WRZM
WYKS 105.3
WTRS 102.3 FM & 104.9 FM

For 10-14 days prior to Kidfetti these combined stations provided sponsors and Kidfetti with millions of daily listeners.

KIDFETTI PRINT MEDIA ADVERTISING:

Jacksonville Magazine
Orlando Magazine
Tampa Magazine
Ocala Magazine
Ocala Style Magazine

The combined readership and passalong of these magazines exceeds 2.5 million for the period of time Kidfetti advertising ran leading up to the event.

KIDFETTI NEWSPAPER

Star-Banner (a New York Times Publication, 50,000+ circulation per day)

Kidfetti advertising ran for twelve weeks leading up to the event.
Combined readership for the twelve weeks – 1,000,000+.

KIDFETTI PRINT COLLATERAL

Kidfetti packets/flyers dispersed through Burger King, Wendy's, Compass Bank, and Papa John's drive through windows and delivery services. Additionally on all major university campuses in the central Florida region and local retailers. Also distributed through the Public School System's backpack program in three counties. Combined distribution – 500,000+.

BILLBOARDS

Orlando, Tampa, and Ocala – 1,000,000+ Impressions per market

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

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

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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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