

# kidsfest

san diego

**what** **KIDSFEST SAN DIEGO '12**  
 San Diego's largest weekend-long celebration for creative kids and their families

**when** Saturday, June 9 - Sunday, June 10, 2012

**where** NTC Promenade

**who** Hip, forward-thinking parents and their incredibly imaginative and crafty kids

**annual attendance** 7,000 6 **signature activities**

**media impressions** 25 million 20 **creative activities**

**media coverage**  
 SD Family Magazine, Union Tribune  
 Riviera Magazine, North County Times  
 KUSI, NBC 7/39, ABC, CW and Fox5

**past & current sponsors**  
 San Diego Family Magazine, Clek  
 Sani Professionals, Bloomingdales  
 Nika Water, Ace Hardware, Legoland

## SIGNATURE ACTIVITIES

**CREATION STATION** Where inspiration meets imagination, masterpieces are made.

**MESSY ZONE** Get your hands dirty with tubs of fun, safe goops, gobs and gunks!

**BUILD IT SQUARE** Put on your hard hats because kids are off to work!

**GREEN THUMB MARKET** Taste edible plants, sniff exotic herbs, touch friendly bugs and plant a little produce!

**DANCE AVENUE** Pure, nonstop, interactive musical FUN! Rock out on the turntables or dance the day away.

**SWEET STUDIO** Tea for two. Two for tea. So much fun this mini baking party will be!

presented by

**YOUR  
 COMPANY**

June 9-10, 2012



## KIDSFEST SAN DIEGO SPONSORSHIP BENEFITS GRID

PRESENTING	BLOOM	SPROUT	SEED
\$25,000	\$10,000	\$5,000	\$2,500

### IT'S ALL YOU - Exclusivity

Exclusive naming rights: KidsFest San Diego Presented by _____	X			
Customized, exclusive in-store promotion with discount ticket offer	X			
Naming Rights to KidsFest San Diego "Creation & Coloring Contest"	X			
Naming rights to a large signature activity station	X	X		
Naming rights to a small signature activity station			X	
Naming rights to a special tent				X
Naming rights to a custom branded station	40x40	30x30	20x20	10x10
Exclusivity in your industry	X	X		
Licensed use of Official KidsFest San Diego logo	X	X	X	X

### IN THE NEWS - Media Recognition

Inclusion in all KidsFest San Diego press releases	X	X	X	
Interview opportunities with local media	X			
Recognition through preferred media partners	X	X		

### ON THE WEB - On-line Visibility

Recognition in the header on KidsFest San Diego website	Logo			
Recognition on on-line schedule next to your activity station	Logo	Logo	Logo	Name
Banner ad on KidsFest San Diego website	160 x 300	160 x 300	160 x 160	
Recognition on event eblasts	Logo	Logo	Name	
Custom, dedicated eblast to KidsFest San Diego email list	2			

### LOOK AT ME - Print Material Recognition \*

Custom banner at your activity station	3'x8'	3' x 8'	2' x 3'	2' x 3'
Recognition on on-line schedule next to your station listing	Logo	Logo	Logo	Name
Recognition on event e-tickets (7,000)	Logo			
Recognition on event wristbands (7,000)	Logo			
Recognition on all KidsFest San Diego advertisements	Logo	Logo		
Recognition on event banners and signs	Logo	Logo	Name	Name
Recognition on event poster (500)	Logo	Logo	Name	Name
Recognition on event postcards (25,000)	Logo	Logo		

### SEE YOU THERE - Event Access

Event Tickets	150	100	50	25
VIP Parking Spaces at NTC Promenade	10			
KidsFest San Diego t-shirts	4			
Opportunity to provide gift bag item to first 200 kids each day	X	X	X	X

### LARGE ACTIVITY STATIONS \$10k+

Creation Station  
Dance Avenue  
Build It Square  
Messy Zone  
Green Thumb Market  
Sweet Studio  
Create your own station

### SMALL ACTIVITY STATIONS \$5k+

Tiny Tea Party  
The Sun Block  
Fireside Storytime  
Plant Earth  
Baby Changing Station  
Bubblicious Toddler Zone  
Create your own station

### TENTS \$2.5k+

Ouchie First Aid  
Lost Parent Station  
Valet Stroller Parking  
Move It Obstacle Course  
Create your own station

\* EPS/Vector logo must be submitted by February 1, 2012 for inclusion in printed materials.

\*\* All sponsorship packages (including activity stations, tent sizes and benefits) are customizable.