

Early Education and Care, Inc.
Head Start

Presents

Kidfest

22ND ANNUAL

THE FAMILY EVENT YOU CAN'T MISS!

SATURDAY, APRIL 25, 2015

ON THE GROUNDS OF

CENTRAL PANHANDLE FAIR IN BAY COUNTY

FORMERLY BAY COUNTY FAIRGROUNDS



What is *Kidfest*

Kidfest is a 22-year-old family event filled with children's activities, entertainment, food and, most of all, fun for the whole family. More than 100 area organizations and businesses set up various types of free activities for children of all ages, while numerous entertainers showcase their talents throughout the day. Last year, approximately 5,000 people from Northwest Florida and South Alabama attended the event.

Early Education and Care's Head Start program will be hosting the event this year. Kidfest celebrates children and enhances family involvement.

What does EEC and Head Start do for the community?

EEC is a private, 501(c)(3) non-profit charitable organization dedicated to the optimum development and educational success for all children. EEC touches the community in a variety of ways, including educating new parents about their child's developmental milestones, providing training to child care providers and through educational programs for young children. Over 6,000 children were served last year in Bay and surrounding counties. Head Start is a federally funded program designed to help children from low families for school. In addition, Head Start provides professional services in education and early childhood development, medical and dental, disability and mental health, nutrition, parent education and parent involvement activities.

What are the benefits of sponsoring *Kidfest* ?

This well-attended celebration of children is an event families look forward to every spring. Families of all economic levels attend. THIS YEAR ADMISSION IS FREE and attendance should increase. Your company could be showcased in many prominent ways, getting the most out of your sponsorship dollars, depending on your level of involvement.

Get Involved

There are several attractive sponsorship packages available to fit your company's promotional needs. The following page lists the 2015 *Kidfest* Sponsorship Opportunities available. If you do not see a package that fits your needs, contact Pamela Fleege at 850.872.7550 ext. 2282 or pamf@eekids.org for more information.

Kidfest

Sponsorship Opportunities



TITLE SPONSOR - \$7,500 OR MORE

- Limited to one exclusive company or may also be shared by two agreeing parties
- Prominent placement of your company's logo on Kidfest materials or of optional activity booth
- Logo placement and acknowledgement on all Kidfest marketing and advertising. This includes, print, radio, digital promotion and fliers.
- Accompany EEC representative on media interviews, i.e, morning shows, noonday shows
- Covered tent and activity booth on the day of the event
- Presenter Status (i.e., Early Education and Care, Inc.'s 22nd annual Kidfest presented by XYZ Corporation.)
- Banner placement of on Main stage and mentions throughout the day
- Recognition of your company on the EEC website, and Facebook page
- Recognition of your company on collaborating Kidfest materials
- Recognition of your company on Kidfest advertising flyers being distributed throughout Northwest Florida
- Recognition of your company's sponsorship on event signage
- Recognition of your company in newsletter and post "Thank You" newspaper advertisement
- Recognition in EEC's annual report booklet

PRESENTING SPONSOR - \$7,499 TO \$5,000

- Limited to two exclusive companies
- Prominent placement of your company's logo on Kidfest materials or of optional activity booth
- Logo placement and acknowledgement on all Kidfest marketing and advertising. This includes, print, radio, digital promotion and fliers.
- Activity booth on the day of the event
- Banner placement of on Main stage and mentions throughout the day
- Recognition of your company on the EEC website, and Facebook page
- Recognition of your company on collaborating Kidfest materials
- Recognition of your company on Kidfest advertising flyers being distributed throughout Northwest Florida
- Recognition of your company's sponsorship on event signage
- Recognition of your company in newsletter and post "Thank You" newspaper advertisement

MAJOR SPONSOR - \$4,499 TO \$2,000

- Prominent placement of your company's logo on Kidfest materials or of optional activity booth
- Logo placement and acknowledgement on all Kidfest marketing and advertising. This includes, print, radio, digital promotion and fliers.
- Recognition of your company on tKidfest advertising flyers being distributed throughout northwest Florida
- Recognition of your company sponsorship on event signage
- Recognition of your company in newsletter and post "Thank You" newspaper advertisement

SPONSOR - \$1,999 TO \$500

- Preferred Placement of your company's name on Kidfest materials or of optional activity booth
- Recognition of your company's sponsorship on event signage
- Recognition of your company in newsletter and post "Thank You" newspaper advertisement

FRIENDS & FAMILY SPONSOR - \$499 TO \$250

- Recognition of your company's sponsorship on event signage
- Recognition of your company on the EEC website, newsletter and post "Thank You" newspaper advertisement

KIDFEST PALS - \$249 TO \$100 OR

- In-Kind Donation valued at \$750 or less
- Recognition of your company on the EEC website, newsletter and post "Thank You" newspaper advertisement

Innovative SPONSORSHIP OPPORTUNITIES

KIDFEST VOCAL STAR SPONSOR - \$3,000

This singing competition for students ages 12 to 17 has significantly increased in popularity in the past eight years. It was the major focus on every Kidfest news piece and is expected to draw more attention this year.

- Limited to one company
- Presenter status acknowledged on all Kidfest Vocal Star mentions
- Prominent recognition of your company's sponsorship on: -Kidfest Vocal Star signage during the event-EEC's Website-"Thank You" newspaper advertisement



SPONSORSHIP RESPONSE FORM

NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CITY/STATE: _____

ZIP: _____

PHONE: _____

E-MAIL ADDRESS: _____

PLEASE SELECT THE FOLLOWING SPONSORSHIP PACKAGE:

- TITLE SPONSOR.....\$7,500 OR MORE (LIMITED TO 2 COMPANIES)
- PRESENTING SPONSOR.....\$7,499 TO \$5,000
- MAJOR SPONSOR.....\$4,999 TO \$2,000
- SPONSOR.....\$1,999 TO \$500
- FRIENDS & FAMILY SPONSOR.....\$499 TO \$250
- Kidfest** PALS.....\$249 TO \$100 OR IN-KIND DONATION

PRODUCT/SERVICE: _____

VALUE OF DONATION: _____

For donation ideas, contact Pamela Fleege at 850.872.7550 ext. 2282 or pamf@eekids.org.

INNOVATIVE SPONSORSHIP OPPORTUNITIES

- KIDFEST VOCAL STAR SPONSOR.....\$3,000 (LIMITED TO 1 COMPANY)
- I WOULD LIKE MY SPONSORSHIP TO REMAIN ANONYMOUS.

WOULD YOU LIKE TO RECEIVE PROMOTIONAL FLYERS? YES NO



IF YES, HOW MANY: FLYERS (8.5x11) _____

WOULD YOU LIKE TO ALSO PARTICIPATE BY PROVIDING A CHILDREN'S ACTIVITY? YES NO

IF YES, A CHILDREN'S ACTIVITY BOOTH APPLICATION WILL BE MAILED TO YOU AND SHOULD BE FILLED OUT AND SENT BACK TO EEC BY APRIL 10, 2015.

QUESTIONS OR NEED MORE INFORMATION? CONTACT PAMELA FLEEGE AT (850) 872-7550 EXT. 2282 OR PAMF@EECKIDS.ORG.

Please return the completed form to:
Pamela Fleege
Early Education and Care, Inc.
450 Jenks Avenue
Panama City, FL 32401
-OR-
Fax: 850.769.1066

PLEASE NOTE:
Printing deadlines may affect your sponsorship visibility.

Sponsorships limited to one company are offered on a first come, first serve basis.

Please make checks payable to Early Education and Care, Inc.

THANK YOU FOR YOUR SUPPORT!