

# SPONSOR OPPORTUNITIES

for the 11<sup>th</sup> Annual



Sunday 7th November 2010

*“Your opportunity to be involved in the  
biggest family event on the Central Coast”*

The concept of Central Coast Kids Day Out (KDO) is unique.

Its purpose is “Education” and has many creative ways of delivering this message.

The vision of Central Coast Kids Day Out states that through the provision of information, and enhancement of interagency links, Kids Day Out will become an annual event to strengthen and develop functional family units and promote the long term well being of the children on the Central Coast.

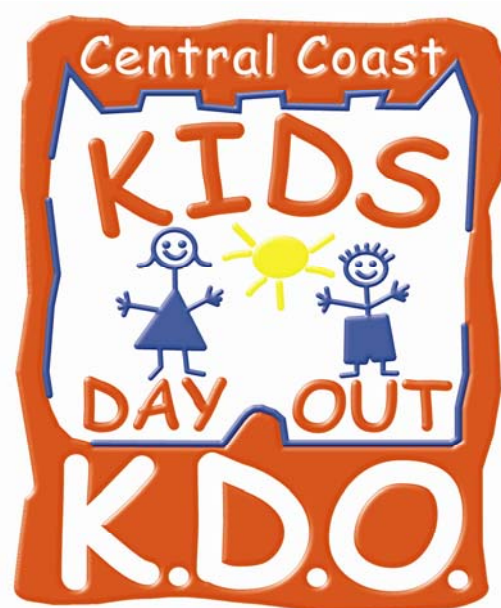
KDO seeks to:

- ☺ Highlight that the Central Coast is a family orientated region that values the family and the well being of young children for the future of the region.
- ☺ Highlight the importance of parenting.
- ☺ Emphasise the significance of the early years of child’s life.
- ☺ Promote child-centred services available on the Central Coast.
- ☺ Provide a family- focused information day.
- ☺ An attractive/accessible event for families from all social stratas.
- ☺ Foster awareness of providers of children’s services, of each others roles and benefits for children i.e. Foster Interagency Links with the community.
- ☺ Be fun for children and their families.

*“There is no other event like Kids Day Out. Together we can make a difference to the life of a child and KDO is one vehicle that will have a positive on parents as well as the child.”*

## Why be a sponsor?

- ☺ To be associated with the biggest family event on the Central Coast
- ☺ To be acknowledged as an organisation that supports families and the well being of children.
- ☺ To network with a huge number of organisations with the same values and beliefs as your own organisation.
- ☺ To profile your organisation/company and enhance your brand name to over 15,000 people.
- ☺ To have direct access to your targeted and valued market.
- ☺ To have the chance to make the difference in a child's life.



## The Marketing for KDO

- ☺ KDO is the biggest family event on the Central Coast and is eleven years old this year.
- ☺ Over the past nine years over 72,000 people have attended the event.
- ☺ In 2009 over 15,000 people and approximately 8,000 families attended the event.
- ☺ 45,000 leaflets and 1,000 posters promoting the event are distributed to Schools, Preschools, Health and Community Centres.
- ☺ 1,500 schools display the event on their notice boards and advertise in their school newsletters.
- ☺ Radio, newspaper and television advertise the event.
- ☺ Radio announcements start two weeks before the event and run each day.
- ☺ 177,000 households twice weekly see The Express Advocate's KDO advertisements three weeks before the event.
- ☺ NBN television runs KDO advertisements, during prime time family viewing, two weeks before the event.
- ☺ Thousands of programs promoting the sponsors are distributed on the day.
- ☺ A large percentage of Departments and agencies working with families receive and distribute KDO flyers and information.

*“Don't miss out on this fantastic and unique opportunity.”*

## Naming Rights Sponsor

- ☺ The Naming Rights Sponsor will be acknowledged on the logo and all aspects of Central Coast Kids Day Out.
- ☺ Your organisation name will be linked to all aspects of Central Coast Kids Day Out, and will be the major sponsor on the stage and day at Kids Day Out.
- ☺ Acknowledgement as a Naming Right Sponsor of KDO on promotional material and radio.
- ☺ Your banner prominently displayed around the main stage.
- ☺ Prime stall location to promote your products/services at the event.
- ☺ Your logo displayed on printed material advertising the event.
- ☺ The opportunity for a representative of your company to be acknowledged and thanked on stage at the official launch of KDO 2010.
- ☺ Full page on website
- ☺ Links to your company on the Central Coast Kids Day Out website [www.cckdo.org](http://www.cckdo.org) (75,000 hits in the previous years).
- ☺ You and your representative to be at the Official Luncheon.
- ☺ Passes for you and your immediate family for rides and entertainment.
- ☺ Personalised meet and greet of any performers on the day for you and your family.
- ☺ Photograph and media opportunity.
- ☺ Opportunity to give out literature in KDO showbags.
- ☺ An Official Plaque/Trophy with Central Coast Naming Right Sponsor 2010

▶ **INVESTMENTS \$20,000**

## Radio Sponsor

This is the 11th year of Central Coast Kids Day Out. This successful event is looking for a radio media partner who is committed to celebrating and building the already established profile and exposure of Central Coast Kids Day Out.

As our Radio Media Partner you would be our key promoter of our 2010 Central Coast Kids Day Out.

We are looking for promotion of the event through radio advertising and other strategies listed below.

- 🕒 Promotion through radio advertising and of the event through a number of strategies listed below:
- 🕒 Promotion of interested and potential sponsorship and stall holders before the event.
- 🕒 To promote the event 3 months before to interested listeners.
- 🕒 Time to advertise the event, including short Interviews of prominent personnel and key sponsors about the event.
- 🕒 The Radio Sponsor hosting a live broadcast from the event.
- 🕒 The Radio Sponsor name/ logo to appear in any and all advertising.
- 🕒 The Radio Sponsor signage to be around the event.
- 🕒 The radio sponsor to provide Central Coast Kids Day Out with \$10,000 Sponsorship with no cost of advertising to Central Coast KDO.
- 🕒 A minimum of 30x30 second recorded promotional painters for the event.
- 🕒 A minimum of 30x live announcer ads for the event.
- 🕒 Website links to Central Coast KDO
- 🕒 Coverage in any community radio promotions

- ☺ Communication with specific personnel with Central Coast KDO Committee about the event.
- ☺ To be willing to attend the Central Coast Kids Day Out Committee meetings and to be present on stage and at the Sponsor Function on the day

## Platinum Sponsor

- ☺ Acknowledgement as a Platinum Sponsor of KDO on promotional material and radio.
- ☺ Your banner prominently displayed on the main stage.
- ☺ Prime stall location to promote your products/services at the event.
- ☺ Your logo displayed on printed material advertising the event.
- ☺ The opportunity for a representative of your company to be acknowledged and thanked on stage at the official launch at “KDO” 2010.
- ☺ A framed certificate of appreciation for being a KDO Platinum Sponsor.
- ☺ Link to your company on the Central Coast Kids Day Out website [www.cckdo.org](http://www.cckdo.org)
- ☺ Half page on “KDO” website (75,000 hits in the previous years).
- ☺ You and your representative to be at the Official Luncheon.
- ☺ Passes for you and your immediate family for rides and entertainment.
- ☺ Personalised meet and greet of any performers on the day for you and your family.
- ☺ Opportunity to give out literature in KDO showbags.

### ▶ INVESTMENTS \$11,000



## Gold Sponsor

- ☺ Acknowledgement as a Gold Sponsor of KDO on promotional material and radio.
- ☺ Your banner prominently displayed around a stage.
- ☺ Prime stall location to promote your products/services at the event.
- ☺ Your logo displayed on all printed material advertising the event.
- ☺ The opportunity for a representative of your company to be acknowledged and thanked on stage at the official launch of “KDO” 2010.
- ☺ A framed certificate of appreciation for being a KDO Gold Sponsor.
- ☺ Link to your company on the Central Coast Kids Day Out Website [www.cckdo.org](http://www.cckdo.org) (75,000 hits in previous years).
- ☺ Company logo on the KDO website.
- ☺ You and your representative to be at the Official Luncheon.
- ☺ Passes for you and your immediate family for rides and entertainment.
- ☺ Personalised meet and greet of any performers on the day for you and your family.
- ☺ Opportunity to give out literature in KDO showbags

▶ **INVESTMENTS \$5,500**



## Silver Sponsor

- ☺ Acknowledgement as a Silver Sponsor of KDO with your logo appearing on all printed promotional material.
- ☺ Prime stall location to promote your products/services at the event.
- ☺ A framed certificate of appreciation for being a KDO Silver Sponsor.
- ☺ Link to your company on to the Central Coast Kids Day Out Website [www.cckdo.org](http://www.cckdo.org) (75,000 hits in previous years).
- ☺ Company logo on the KDO website.
- ☺ You and your representative to be at the Official Luncheon.
- ☺ Passes for you and your immediate family for rides and entertainment.
- ☺ Personalised meet and greet of any performers on the day for you and your family.
- ☺ Opportunity to give out literature in KDO showbags.

### ▶ INVESTMENTS \$3,300



## Bronze Sponsor

- ☺ Acknowledgement as a Bronze Sponsor of KDO with your logo appearing on all printed promotional material.
- ☺ A framed certificate of appreciation for being a KDO Bronze Sponsor.
- ☺ Link to your company on the Central Coast Kids Day Out Website [www.cckdo.org](http://www.cckdo.org) (75,000 hits in previous years)
- ☺ Company logo on the KDO website.
- ☺ You and your representative to be at the Official Luncheon.
- ☺ Opportunity to give out literature in KDO showbags.
- ☺ Personalised meet and greet of any performers on the day for you and your family.

### ▶ INVESTMENTS \$1,100



**KIDS DAY OUT 2010  
SPONSORSHIP APPLICATION**

**CONTACT DETAILS**

Date: \_\_\_\_\_

Company Name \_\_\_\_\_

Sponsor Name \_\_\_\_\_

Director/CEO Name \_\_\_\_\_

ABN Number \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Post Code \_\_\_\_\_

Postal Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website Address \_\_\_\_\_

**TYPE OF SPONSORSHIP**

Naming Rights

Platinum

Gold

Silver

Bronze

**TYPE OF PAYMENT**

Cheque

Direct Deposit

BSB 633108 Acc No. 122289390

**Full Name** \_\_\_\_\_

**Signature** \_\_\_\_\_

PAYMENT TO BE MADE OUT TO CENTRAL COAST KIDS DAY OUT INC – ABN 42 919 459 218

PLEASE POST APPLICATION TO – THE PRESIDENT CCKDO, C/O CHERTSEY INTERAGENCY,

CHERTSEYDALE COTTAGE, WILLOW ROAD, SPRINGFIELD, CENTRAL COAST, NSW 2250

OR E-MAIL TO [SPONSORS@CCKDO.ORG](mailto:SPONSORS@CCKDO.ORG) ENQUIRIES TO 0438 237158