

CENTRAL COAST
Kids Day
Out

Your opportunity
to sponsor





Visit us at www.cckdo.org.au and
<https://www.facebook.com/CCKDO/>



Central Coast Kids Day Out Sunday 5th May 2024

Your opportunity to support a major community event on the Central Coast.

Central Coast Kids Day Out is all about our Central Coast kids, their families, the services available and ways to enrich our families lives on the Central Coast. Continually families are saying that this is the best family event on the Coast. CCKDO has been running for 24 years!

CCKDO is known for presenting big name children's shows at the event. Bluey has become a regular.

Every year there are new additions and drawcards, providing a day that is interactive, entertaining, informative and will keep families both informed and occupied all day. So much to see and do!

Visit www.cckdo.org to keep up to date and check us out on Facebook and Instagram.



Our Vision

EDUCATE OUR COMMUNITY

Highlight the importance of parenting with an emphasis on the early learning years of a child's life.

PROVIDE FOR OUR COMMUNITY

Promote the child-centred services available on the Central Coast in a family focused information day.

"Together we can develop functional family units and promote the long term wellbeing of the children on the Central Coast."

ENGAGE WITH OUR COMMUNITY

Create an accessible event for our community to have face to face contact with services available and our partners.

CREATE A FUN FAMILY DAY OUT

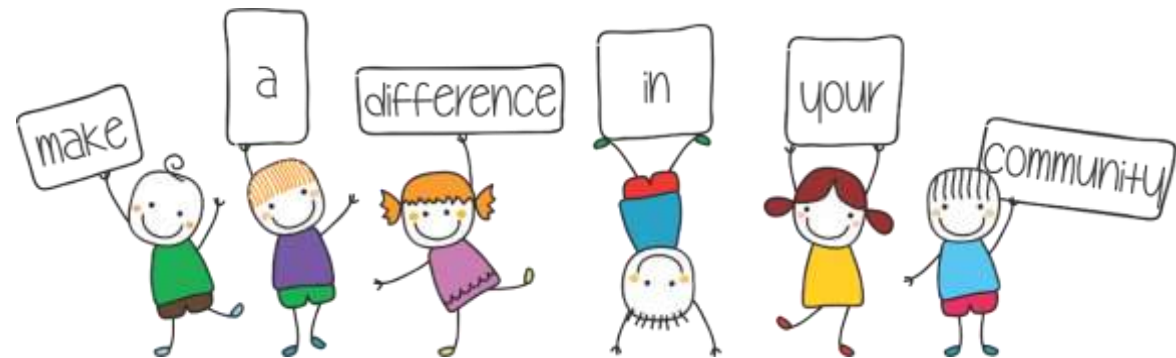
Provide families on the Central Coast an affordable, educational, fun and interactive day out.

Why partner with CC Kids Day Out ...

CCKDO is THE annual event for families on the Central Coast, with the attraction of major kids shows, rides, sporting activities, performances, arts & crafts workshops, stalls and specialists.

Together we can make a difference!

- ✓ Activate your businesses marketing activities at the longest running and most recognised Central Coast family focused event.
CCKDO 2023 saw 6,500 attendees.
- ✓ Gain access to a targeted and valued market – **Families**.
- ✓ Promote your products and services at the event.
- ✓ Promote your brand through a comprehensive Media campaign – Online, Radio and Print.
- ✓ Make a real difference in the future of our children and support family welfare and education on the Central Coast.



CC Kids Day Out Marketing Snap Shot

This is the Marketing plan that has made CCKDO an overwhelmingly great success for 24 years.

Share in the CCKDO success secrets

- **Radio Advertising.** CCKDO media partner StarFM provides over \$28,000 of radio advertising, promoting not only the event, thus promoting our partners, sponsors.
- Advertising in local media publications and What's On websites.
- **Full page adverts in the *On The Coast* magazine.**
- **45,000 brochures** distributed across the Central Coast, promoting our partners, sponsors and the event.
- **Posters** distributed in local businesses and childcare centres promoting our partners, sponsors and the event.
- **Thousands of programs** promoting our partners and sponsors are distributed to families on the day.
- Extensive **Social Media exposure** for all sponsors and partners and their involvement in the event.
- **Online presence** for the current year.
- **Publicity** via a combination of schools, preschools, daycare and after school care centres, and agencies (Government and non-Govt) each of these organisations display the event on their noticeboards and advertise in their newsletters and we utilise public signage.



Central Coast
Kids Day Out

2024 THEME

CONNECTING
FAMILIES WITH
SOCIAL SERVICES



Platinum Sponsor



Exclusive Naming Rights Sponsor

CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Platinum Sponsor Benefits:

- ◆ **Inclusion in Radio Advertising** with specific naming of the Platinum Sponsor with StarFM and community stations; includes airtime, live ratio crosses, promos, live studio reads, social media.
- ◆ **Full page colour advert & half page editorial** in CCKDO brochure - Distribution 6,000-8,000
- ◆ Platinum Category Exclusive Naming Rights: **Social Media/FB & Instagram post promotion** (CCKDO 9,000+ Facebook followers)
- ◆ Platinum Category Exclusive Naming Rights: on **all CCKDO advertising** print, online and radio
- ◆ Platinum Category Exclusive Naming Rights: on **full-page colour ad** in *On The Coast* plus editorial coverage in magazine
- ◆ Platinum Category Exclusive Naming Rights: **on stage** and all **event day signage**
- ◆ Platinum Category Exclusive Naming Rights: on all **CCKDO Street Signage**
- ◆ Platinum sponsor will have a **Filmed Interview**, highlighting all aspects of the Platinum Sponsor to be uploaded to CCKDO webpage; Facebook and CCKDO TV
- ◆ Platinum Category Exclusive Naming Rights: in all **Posters and Promotional Brochures/Flyers (45,000)** distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ◆ Platinum Category Exclusive Naming Rights: **CCKDO Homepage of Website and Facebook page**
- ◆ Platinum Category Exclusive **Monthly Social Media Engagement** on CCKDO Facebook page - up to 4x posts per month including photo and/or video
- ◆ **Unlimited Banners** at the event, competition* and flyer distribution
- ◆ **On Stage Acknowledgement**
- ◆ **Premium Stall Site** opportunity/location for the day. Highlighted within the program. Large format stall size: 6m x 3m
- ◆ **CCKDO Website Link to your company**, with company promotional opportunity section
- ◆ **Specifically Designed Banner** for use on your outgoing emails recognising your sponsorship of CCKDO
- ◆ **Free Event Entry and Ride Passes** for your business and your family
- ◆ **Framed Certificate of Appreciation** in recognition of your Platinum Sponsorship
- ◆ **DL 115gsm Advertisement - distribution 45,000** inclusion in CCKDO brochures, targeting families on the Central Coast – Distribution 45,000
- ◆ **Invitation to Official Central Coast Kids Day Out Networking Events** for 2 people promoting your Platinum Sponsorship and Exclusive Naming Rights



**TOTAL MEDIA
VALUE
\$55,000**

**ESTIMATED
REACH
367,000
people**

**TOTAL
INVESTMENT
\$12,000**



* Event bannering restricted to specific areas within the event. Game Permits, T&C's & Competition rules of NSW apply.

Gold Sponsor



CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Gold Sponsor Benefits:

- ◆ **Half page colour advert & half page editorial** in CCKDO Program - Distribution 6,000-8,000
- ◆ **Logo Inclusion in Full-page Colour Ad** in *On The Coast* magazine plus editorial coverage
- ◆ **Website Link and Promotional Information** on CCKDO website, Facebook with 9,000+ followers and CCKDO TV
- ◆ **Quarter Page Advertisement** in CCKDO brochure – distribution 6,500
- ◆ **Logo inclusion in 45,000 promotional brochures/flyers & posters** distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ◆ **Monthly Social Media Engagement** on CCKDO Facebook page (8000 followers) - up to 4x posts per month including photo and/or video
- ◆ **Unlimited Banners** at the event, competition* and flyer distribution
- ◆ **Radio Interview/live cross** on-air opportunity promoting your business from the event
- ◆ **On Stage Acknowledgement**
- ◆ **Premium Stall Site Size and Location** at the event, highlighted in the program. Large stall: 6m x 3m
- ◆ **CCKDO Website Link** to your company, with company promotional opportunity section.
- ◆ **Specifically Designed Banner** for use on your outgoing emails recognising your sponsorship of CCKDO.
- ◆ **Free Event Entry and Ride Passes** for your business and your family
- ◆ **Framed Certificate of Appreciation** in recognition of your Gold Sponsorship
- ◆ **DL 115gsm Advertisement - distribution 45,000** inclusion in CCKDO brochures, targeting families on the Central Coast – Distribution 45,000
- ◆ **Invitation to Official Central Coast Kids Day Out Networking Events** for 2 people promoting your Gold Sponsorship



**TOTAL MEDIA
VALUE
\$17,000**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$5,000**



* Event bannering restricted to specific areas within the event. Game Permits, T&C's & Competition rules of NSW apply.

Silver Sponsor



CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Silver Sponsor Benefits:

- ◆ **Quarter page colour advert & Quarter page editorial** in CCKDO Program - Distribution 6,000-8,000
- ◆ **Logo Inclusion** on full-page colour ad in *On The Coast* magazine
- ◆ **Logo Inclusion in 45,000 promotional brochures/flyers & posters** distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ◆ **Monthly Social Media Engagement** on the CCKDO Facebook page which has over 9,000 followers
Consisting of 3x posts per month including photo/video.
- ◆ **Event Bannering**, competition* and flyer distribution to 6,500 people.
- ◆ **Radio Interview/live cross** on-air opportunity promoting your business from the event
- ◆ **On Stage Acknowledgement**
- ◆ **Stall Site in Premium Location** at the event, highlighted in the program. Stall size 3m x 3m
- ◆ **CCKDO Website Links** to your company, with company promotional opportunity section
- ◆ **Specifically Designed Banner** for use on your outgoing emails recognising your sponsorship of CCKDO
- ◆ **Free Event Entry and Ride Passes** for your business and your family
- ◆ **Framed Certificate of Appreciation** in recognition of your Silver Sponsorship
- ◆ **Invitation to Official Central Coast Kids Day Out Networking Events** for 2 people promoting your Silver Sponsorship



* Event bannering restricted to specific areas within the event. Game Permits, T&C's & Competition rules of NSW apply.



**TOTAL MEDIA
VALUE
\$10,000**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$3,500**



Bronze Sponsor



CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Bronze Sponsor Benefits:

- ◆ **Quarter page colour advert** in CCKDO brochure - Distribution 6,000-8,000
- ◆ **Logo Inclusion in Full-page Colour Ad** in *On The Coast* magazine
- ◆ **Logo Inclusion in 45,000 promotional brochures/flyers & posters** distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ◆ **Monthly Social Media Engagement** on the CCKDO Facebook page which has over 9,000 followers consisting of 2x posts per month including photo/video.
- ◆ **On Stage Acknowledgement**
- ◆ **Stall Site in Premium Location** at the event, highlighted in the program. Stall size 3m x 3m
- ◆ **CCKDO Website Links** to your company, with company promotional opportunity section
- ◆ **Specifically Designed Banner** for use on your outgoing emails recognising your sponsorship of CCKDO
- ◆ **Free Event Entry and Ride Passes** for your business and your family
- ◆ **Framed Certificate of Appreciation** in recognition of your Bronze Sponsorship
- ◆ **Invitation to Official Central Coast Kids Day Out Networking Events** for 2 people promoting your Bronze Sponsorship



**TOTAL MEDIA
VALUE
\$7,000**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$1,500**



Specialty Sponsor ★ Naming Rights Sponsor of an Attraction

Specialty Sponsors hold the Naming Rights a specific attraction or activity

eg. Petting Zoo, Obstacle, Children's Entertainment/Show, Lego, Specialty Room/Activity

CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Specialty Sponsor Benefits:

- ◆ **Quarter page colour advert & Quarter page editorial** in CCKDO Program - Distribution 6,000-8,000
- ◆ **Logo Inclusion in Full-page Colour Ad** in *On The Coast* magazine
- ◆ **Logo Inclusion in 45,000 promotional brochures/flyers & posters** distributed to schools, community centres, shops, daycares and pre-schools
- ◆ **Monthly Social Media Engagement** on the CCKDO Facebook page which has over 9,000 followers consisting of 2x posts per month including photo/video.
- ◆ **On Stage Acknowledgement**
- ◆ **Stall Site in Premium Location** at the event, highlighted in the program. Stall size 3m x 3m
- ◆ **CCKDO Website Links** to your company, with company promotional opportunity section
- ◆ **Specifically Designed Banner** for use on your outgoing emails recognising your sponsorship of CCKDO
- ◆ **Free Event Entry and Ride Passes** for your business and your family
- ◆ **Framed Certificate of Appreciation** in recognition of your Bronze Sponsorship
- ◆ **Invitation to Official Central Coast Kids Day Out Networking Events** for 2 people promoting your Specialty Sponsorship



**TOTAL MEDIA
VALUE
\$9,000**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$2,500**



Specialty Sponsor - SAPPHIRE ★

CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Specialty Sponsor - Sapphire Benefits:

- ◆ **Monthly Social Media Engagement** on the CCKDO Facebook page which has over 9,000 followers consisting of a minimum of 2 x posts including photo/video.
- ◆ **CCKDO Website Links** to your company, with company promotional opportunity section
- ◆ **Logo Inclusion in 45,000 promotional brochures/flyers & posters** distributed to schools, community centres, shops, daycares and pre-schools
- ◆ **On Stage Acknowledgement**
- ◆ **Stall Site at the Event**, with location highlighted in the program. Stall size 3m x 3m
- ◆ **Logo Inclusion in CCKDO Program** - Distribution 6,000-8,000
- ◆ **Inclusivity Banner** for use on your outgoing emails recognising your sponsorship of CCKDO
- ◆ **Framed Certificate of Appreciation** in recognition of your Specialty Sponsorship



**TOTAL MEDIA
VALUE
\$9,000**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$500**



Specialty Sponsor — PEARL ★

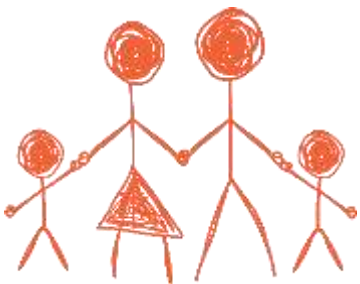
- ◆ **Monthly Social Media Engagement** on the CCKDO Facebook page which has over 9,000 followers consisting of a minimum of 2 x posts including photo/video.
- ◆ **CCKDO Website Links** to your company, with company promotional opportunity section
- ◆ **On Stage Acknowledgement**
- ◆ **Stall Site at the Event**, with location highlighted in the program. Stall size 3m x 3m
- ◆ **Logo Inclusion in CCKDO Program** - Distribution 6,000-8,000
- ◆ **Framed Certificate of Appreciation** in recognition of your Pearl Sponsorship



**TOTAL MEDIA
VALUE
\$9,000**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$250**



Friend of CCKDO ★ In-Kind Sponsor

CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

Specialty Sponsor - Sapphire Benefits:

- ◆ **Monthly Social Media Engagement** on the CCKDO Facebook page which has over 9,000 followers consisting of a minimum of 2 x posts including photo/video.
- ◆ **CCKDO Website Links** to your company, with company promotional opportunity section
- ◆ **On Stage Acknowledgement**
- ◆ **Stall site** 3m x 3m. Highlighted within the Program
- ◆ **Logo Inclusion in CCKDO Program** - Distribution 6,000-8,000
- ◆ **Framed Certificate of Appreciation** in recognition of your sponsorship



**TOTAL MEDIA
VALUE
\$2,500**

**ESTIMATED
REACH
152,000
people**

**TOTAL
INVESTMENT
\$0**





Sponsorship Summary



VALUE \$55,000
INVESTMENT \$12,000



VALUE \$17,000
INVESTMENT \$5,000



VALUE \$10,000
INVESTMENT \$3,500



VALUE \$7,000
INVESTMENT \$1,500



VALUE \$9,000
INVESTMENT \$2,500



VALUE \$9,000
INVESTMENT \$500



VALUE \$9,000
INVESTMENT \$250



VALUE \$2,500
INVESTMENT \$0

CCKDO Sponsorship Application



Application Date: _____

Company Name: _____

Name of Sponsorship: _____

ABN: _____

Event Contact Name: _____ Director/CEO Name: _____

Address: _____

Suburb: _____ Post Code _____

Postal Address _____

Company Phone: _____ Event Contact's Phone: _____ Fax: _____

Email: _____ Website: _____

TYPE OF SPONSORSHIP

☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Friend of CCKDO CCKDO Volunteer
No payment required

☐ Specialty ☐ Specialty Sapphire ☐ Specialty Pearl

TYPE OF PAYMENT :

Cheque

Direct Deposit BSB 633000 Acc No. 122289390

Full Name: _____ Signature: _____

PAYMENT TO BE MADE OUT TO CENTRAL COAST KIDS DAY OUT INC. ABN 42 919 459 218 Enquiries: Phone or Text 0438 237158

Email info@cckdo.org.au or Post Application to the President CCKDO, PO Box 933, Gosford NSW 2250

Posters/Banners (Historic)



Pull-up Banners strategically placed displayed at public events

A3 Posters displayed in schools, preschools, childcare centres and retail outlets across the Central Coast





Brochures (Historic)



45,000 Brochures distributed to all Public Schools, Preschools and Childcare Centres on the Central Coast, reaching all our young families.

Sponsorship

Bonus for

☺ **PLATINUM**

☺ **GOLD**

1x DL size sponsor advertisement

Included in A4 CCKDO flyer



A horizontal line with six children hanging from it. From left to right: a boy with blonde hair in a light blue shirt and green shorts; a girl with red pigtails in an orange dress; a boy with spiky hair in a blue shirt and red shorts, hanging upside down; a girl with orange pigtails in a purple dress; a boy with curly hair in a green shirt and brown shorts; and a girl with blonde hair in a red dress.

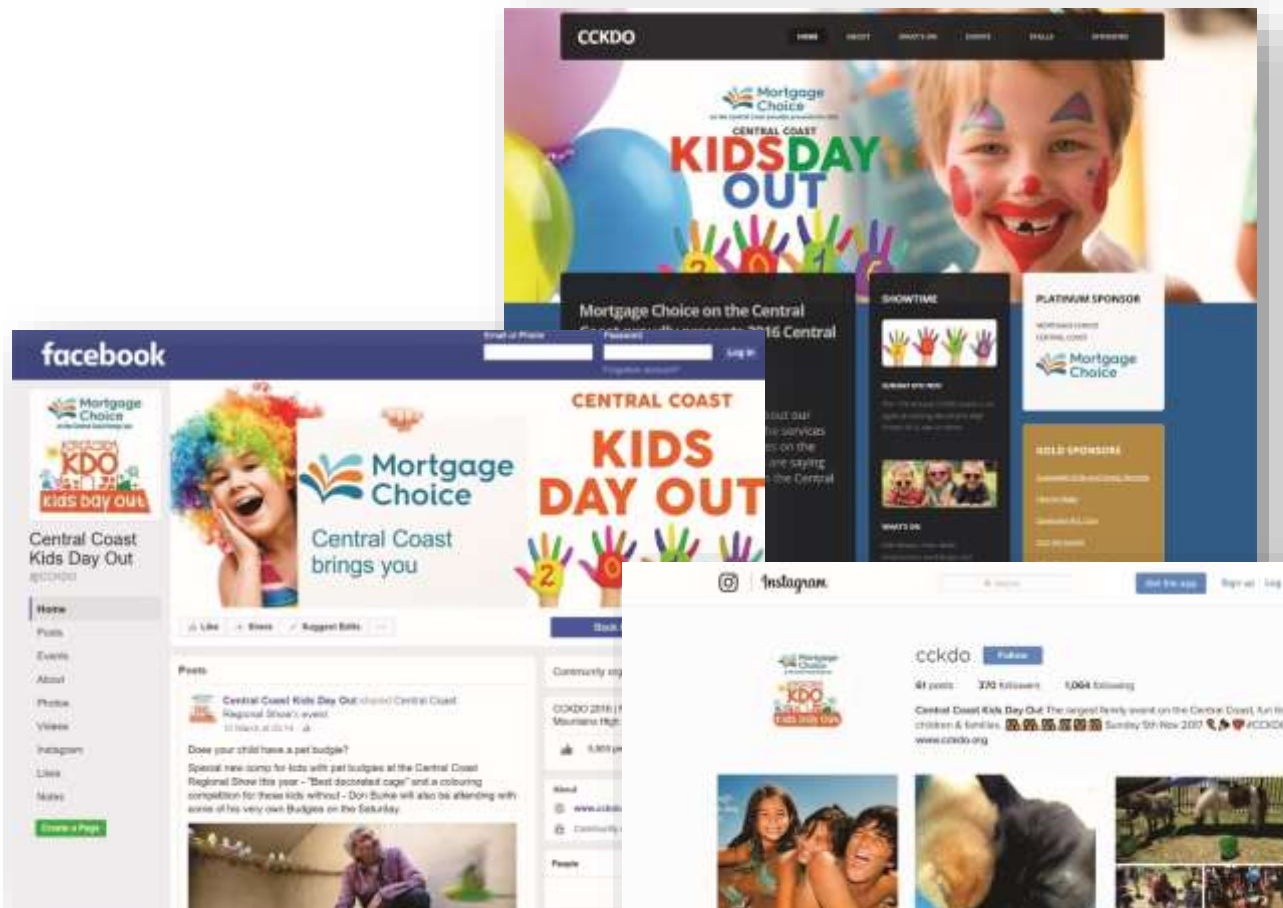


Full Page
advertisements
in the
*On the Coast
Magazine*

Full Page
Advertisement
in the
the Coast
Magazine



Online & Social Media (Historic)



Sponsors and Entertainers promoted on the web & social media



Signage (Historic)



Roadside Signage
& Digital Signage
across the
Central Coast



Program (Historic)



CCKDO Program
with timetable and map
featuring...
**OUR FABULOUS
SPONSORS**
is given to all families
on Event Day



CCKDO Program
with timetable and map
Featuring...
**OUR FABULOUS
SPONSORS**
is given to all families
on Event Day



Certificates (Historic)



All sponsors,
entertainers and
presenters receive
our certificate of
appreciation



Forums & Education



Parent &
Early
Educator
Forums
Initiatives of
CCKDO

EARLY EDUCATORS AND PARENTS Nurturing Attachments FORUM

Forum specifically for Early Educators
Nurturing Attachments with Your Child

Attachment is vital for every human being. Insecure attachments occur in about 40% of our population. Insecure attachment can affect how we see ourselves and the world, how we behave, how we learn and how we shape the next generation.

The first few years of a child's life are critical in determining secure or insecure attachments.

The forum will look at Attachment Theory, how the brain is affected by trauma and neglect and how carers and staff can identify and support children who have been affected.

Participants will find the forum to be useful, amusing, informative, eye-opening and extremely worthwhile.

The presenter, Terry Taylor is the principal of Hopetown SSP, a school for primary and secondary students with emotional disturbance.

Terry has taught and been an administrator in both independent and state school systems. He has pursued a strong interest in best practice in managing challenging behaviours and crises and more recently, brain science and how it is informing our understanding of behaviour.

Terry has been a regular presenter at conferences and many educational settings. He is a qualified instructor in several crisis management models and in teaching mindfulness in schools.

Terry's research has been driven by a strong desire to understand how people 'tick' and how to best advise carers and educators of our more vulnerable or challenging young people.

WYONG AREA
Tuesday 27th October 6-7pm
Mingara Recreational Club, Mingara Drive Tumbi
Cast 550



Nurturing Attachments FORUM

Forum especially for Parents
Nurturing Attachments with Your Child

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**CENTRAL COAST
BABY'S & BUMPS DAY OUT 2016**

Central Coast
BABY'S DAY OUT

proudly sponsored by
Gosford Private Hospital

Saturday
30th July
12pm till 5pm

Mingara Recreation Club Tumbi Umbi

FOR NEW & EXPECTING MUMS, DADS
BUBS AND GRANDPARENTS TOO

www.centralcoastbabydayout.com.au

Speakers & Interactive Workshops for Central Coast
Families with Babies & Toddlers 0-3
& those pregnant or planning to be.
Check website for info & tickets

proudly sponsored by

Gosford Private Hospital

kindly supported by

Wyong Neighbourhood Centre Inc.

My baby basics

BRYAN HILTON

Don't MISS
CCKDO 2016

Central Coast
KDO
KIDS DAY OUT

CCKDO supporting kids, families and community on the Coast

EARLY EDUCATORS AND PARENTS
**Parent Mindfulness
4 WEEK PROGRAM**

Introductory Course
for Parents on Mindfulness

ALL PARENTS WELCOME. NO COST FOR ENTRY. MORNING TEA INCLUDED

The facilitator is Jennine Addison. Jennine is trained in the dot B Program that focuses on mindfulness in the classroom as well as with parents. Jennine is a trained teacher and has a particular interest in mindfulness and works with students at Hopetown SSP mindfulness.

Wyong Shire Council

**A MUST FOR
ALL PARENTS**

Starting Date Friday 9th Oct 9:30am to 11am
in Hopetown Library Hopetown SSP Pollard Avenue Wyong
Enquiries & Bookings
Nada Potter (ccchertsey@yahoo.com) or phone Nada on 0438 237 158



CCKDO Media & Artwork Requirements

Print Material

Client Supplied Print Ready Final Artwork

Please supply to CCKDO as PDFs, at least 300dpi resolution, all text converted to curves and 2mm bleed. Files to be in cymk.

Individual Files for CCKDO Art Department

Please supply to CCKDO as high resolution - at least 300dpi PDF, jpg, eps or tiff file format in cmyk colours. All elements to be supplied as separate files.

Web Material

Please supply all art elements, including logo, photographs and graphics to be supplied to CCKDO as high resolution PDF, jpg or png file format.

All logos, artwork, graphics and photographs supplied to CCKDO for inclusion in our advertising must be supplied with permission for use.

Supply your own artwork or let our wonderful graphic artist weave magic for you



Our kids and their families need your support! We appreciate your time and your consideration

Come and join us!

www.cckdo.org

