



# The Baby Fair

*'Everything from pregnancy through preschool'*

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## Sponsorship & Marketing Opportunities

### *Presenting Sponsor \$1200*

- ✚ The Baby Fair Presenting Sponsors will be acknowledged as the premier sponsors for the event, "The Baby Fair Presented By..." with accompanying logo (large size):
  - All event materials including vendor packets, invitations and program booklet.
  - All pre-event promotional materials including any flyers, transit ads\*, radio PSA's and/or advertisements, and the Baby Fair Website (with link to your website).
  - All day-of-event promotional materials including the welcome banner, volunteer t-shirts, and vendor welcome packets.
- ✚ As a Baby Fair Presenting Sponsor, your organization will also receive:
  - A full page advertisement in the Baby Fair Program Booklet.
  - One free 10x8 booth space at the event.
  - The opportunity to place advertising information, coupons, or flyers in the Baby Fair Welcome bag (given to the first 300 attendees).

### *Gold Sponsor \$600*

- ✚ As a Baby Fair Gold Sponsor, your organization will be listed with your logo (medium size) on the following:
  - Event materials including vendor packets, invitations, and program booklet.
  - Pre-event promotional materials including any flyers, and the Baby Fair Website (with link to your website).
  - All day-of-event promotional materials including the welcome banner, volunteer t-shirts, and vendor welcome packets.
- ✚ As a Baby Fair Gold sponsor, your organization will also receive:
  - A half page advertisement in the Baby Fair Program Booklet.
  - Your name listed on the Bloomington Transit Ads\*.
  - A discount on a Baby Fair booth space (discount price is \$100).
  - The opportunity to place advertising information, coupons, or flyers in the Baby Fair Welcome bag (given to the first 300 attendees).

### *Silver Sponsor \$300*

- ✚ As a Baby Fair Silver Sponsor, your organization will be listed (text only) on:
  - Event materials including vendor packets, invitations, and program booklet.
  - Pre-event promotional materials including flyers and the Baby Fair Website (with link to your website).
  - All day-of-event promotional materials including the welcome banner, volunteer t-shirts, and vendor welcome packets.
- ✚ As a Baby Fair Silver sponsor, your organization will also receive:
  - A quarter page advertisement in the Baby Fair Program Booklet.
  - A discount on a Baby Fair booth space (discounted price is \$100).
  - The opportunity to place one flyer or coupon in the Baby Fair Welcome Bag.

### *Be a Baby Fair Contributor!*

**Donate an item for door prize drawings.** Item must be new and relevant to pregnancy, birth, and early parenting. Your company will be listed in the Baby Fair program, at the entrance to the event, and on the Baby Fair website.

**Donate coupons or products for bags given to the first 300 attendees.** You must be able to provide 300 of whatever your donation is. All donations must be new and relevant to pregnancy, birth, and early parenting. Your company will be listed in the program, on the website, and at the entrance to the Baby Fair.

*\*In order to be included in the Bloomington Transit ad we must have your sponsorship by October 1, 2010.*

# Sponsorship/Contribution Agreement

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

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Web Page: \_\_\_\_\_

## Sponsorship Level (Please check which level your organization is interested in)

*\*\*\*If you will be renting booth space at the fair please also fill out the exhibitor application form.*

- Presenting Sponsor \$1,200 (One Exhibition Booth Space Included)
- Gold Sponsor \$600
- Gold Sponsorship & One Exhibition Booth Space \$700
- Silver Sponsor \$300
- Silver Sponsorship & One Exhibition Booth Space \$400

*At least half of your sponsorship amount is due at time of submitting your agreement to secure the benefits of our marketing opportunities. The remainder of the amount is due by February 1, 2011.*

## Contribution Opportunities (All contributions must be received by February 1, 2011)

### Give Away Bag

If you would like to make a donation of sample products and/or coupons for our give away bags (handed out free to the first 300 attendees) please list the donation(s) you would like to make. You must be able to make 300 of your donation available in order to participate.

\_\_\_\_\_  
\_\_\_\_\_

### Door Prizes

If you would like to make a donation for the door prize drawings please list the donation(s) you would like to make.

\_\_\_\_\_  
\_\_\_\_\_

## Sponsor Agreement

By signing this agreement, all sponsors and contributors agree to make their payments and/or provide their donations promptly by the deadlines stated above.

\_\_\_\_\_  
Exhibitor Contact Signature

\_\_\_\_\_  
Company/Organization Name

\_\_\_\_\_  
Date



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## Breakdown of Sponsorship Benefits

Benefit	Silver Sponsor	Gold Sponsor	Presenting Sponsor
Radio Advertising on multiple stations			X
Newspaper Advertising in multiple papers			X
Vendor tag listing			X
Yard Signs		Name	Logo
*Bloomington Transit/Bus Ads		Name	Logo
Booth Space at event	Discount on 1 Space	Discount on 1 Space	1 Free Space
Promotional Information in give away bags	X	X	X
Website Advertising	Name and link	Medium Logo and link	Large Logo and link
Program Advertising	¼ Page Ad	½ Page Ad	Full Page Ad
Pre Event Fliers and Posters	Name	Name	Logo
Volunteer T-Shirts	Name	Medium Logo	Large Logo
Vendor packet listing	X	X	X

\*In order to be included in the Bloomington Transit ad we must have your sponsorship by October 1, 2010.

### Volunteer T-Shirts from 2010

**The Baby Fair**  
"Everything from pregnancy through preschool"  
February 7, 2010  
Bloomington Convention Center

Type: Screen Print  
Location: Front  
Design Size: 11.5" x 4"  
Garment Colors: Grass Green  
Design Colors: White,  
Underbase  
Template #: 1 of 2

**The 2010 Baby Fair is Presented By**

Bloomington Birth Services  
Bloomington Hospital  
Osmon Chiropractic Center  
The Early Education School  
LIVING green  
Gold Sponsor:  
Silver Sponsors:  
Dr. John Labban  
Hoosier Eye Doctor  
Southern Indiana Pediatrics  
IU School of Optometry Pediatric Services

Type: Screen Print  
Location: Back  
Design Size: 11.5" x 13"  
Garment Colors: Grass Green  
Design Colors: White,  
Underbase  
Template #: 2 of 2

### Radio Advertising in 2010

WBWB B97

Hoosier Country

WQRK Super Oldies

WBIW Adult Contemporary

Z 102

### Newspaper Advertising in 2010

HT/Times Mail

Brown County Democrat

Spencer Evening World

Orange County/Paoli News

Green County Daily World/ The Shopper