



Saturday, March 31st  
10am-3pm  
Greenville Convention Center

December 21, 2011

Dear Community Leader,

Martin/Pitt Partnership for Children would like to invite your business to support our 11th annual "KidsFest" on **Saturday, March 31, 2012** from **10am to 3pm** at the **Greenville Convention Center** in **Greenville, NC**. Incredible brain development occurs during the first five years of life and KidsFest provides activities and information that cater to this young age group and their families.

We are excited to announce that the event format for KidsFest 2012 is changing in the following ways:

1. Two table-top booth options are available: Premium (\$200) and Standard (\$100). All booth spaces will be located in the pre-function area of the convention center. Vendors will be permitted to sell items to attendees. A designated "brochure area" will be available for non-profit agencies unable to pay the standard booth fee.
2. This will be an indoor event only.
3. Exhibits for infants, toddlers and preschoolers will be high-quality, interactive and developmentally appropriate. All activities and exhibits will be implemented by volunteers and Martin/Pitt Partnership for Children staff.
4. An entry fee of \$1.00 per person will be charged at the door. We are confident that the quality of activities provided for infants, toddlers and preschoolers will be worth this nominal fee.

The changes outlined above will improve sustainability, exhibitor satisfaction and activity quality. We anticipate the attendance of 4,000-5,000 children and families.

Enclosed with this packet is a draft layout, a registration form and booth/sponsorship options. Please contact our office with any questions. Thank you for your support in making a difference in the lives of young children, families and our community.

Sincerely,

*Melissa Adamson*

Melissa Adamson  
Martin/Pitt Partnership for Children

Enclosures





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Agency Name \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Exhibit Booth Options:  Standard (\$100)  Premium (\$200)



*KidsFest attendees are looking for the latest information, products and services available. KidsFest is the perfect place to market to families with infants, toddlers and preschoolers! Showcase your products or services, provide hands-on demonstrations, increase awareness, provide samples, build relationships and sell directly to your target audience.*

Sponsorship Options:  Platinum Sponsor (\$2000)  Gold Sponsor (\$1000)  Silver Sponsor (\$500)



*KidsFest will help you connect with a captive audience of families, parents and caregivers that are interested in investing in the development of their infants, toddlers and preschoolers. Sponsorship of KidsFest will enhance your corporate image and public awareness and is a cost effective opportunity to market your business/agency.*

***\*Sponsorships and booth spaces are available on a first-come, first-served basis. All fees are non-refundable and due by February 1, 2012. Martin/Pitt Partnership for Children has the sole discretion to deny any request that is not deemed to be in the best interest of this event.***





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## Booth Options

### Premium: \$200

- 20' x 10' space
- 2 - 8' skirted tables
- 4 chairs
- 8 complimentary entry tickets

### Standard: \$100

- 10' x 10' space
- 1 - 8' skirted table
- 2 chairs
- 4 complimentary entry tickets

*\*Free Bonus for Purchasing Booth Space: Business link listed on our website under KidsFest.*



## Sponsorship Options

### Platinum Sponsor: \$2000

- Business link displayed on website in two places: KidsFest and Sponsors tab
- Premium booth in high traffic locations
- Business name listed in thank you advertisement
- Booth signage showing sponsorship level
- Print and radio media credit
- On-site banner (provided by sponsor) prominently displayed inside the Convention Center
- Opportunity for exclusivity and ownership of major event components
- Corporate logo listed on 6,000 full color flyers and printed in The Daily Reflector

### Gold Sponsor: \$1000

- Business link displayed on website in two places: KidsFest and Sponsors tab
- Premium booth
- Business name listed in thank you advertisement
- Booth signage showing sponsorship level
- Print and radio media credit
- On-site banner (provided by sponsor) prominently displayed inside the Convention Center

### Silver Sponsor: \$500

- Business link displayed on website in two places: KidsFest and Sponsors tab
- Premium booth
- Business name listed in thank you advertisement
- Booth signage showing sponsorship level

