

# Bay Area KidFest®

Bay Area KidFest is the oldest-running family event in the East Bay Area since 1990. Held over the Memorial Day Weekend each May, KidFest is three days of family fun and an excellent opportunity to market your goods and services to a diverse audience of young families in Contra Costa County. KidFest has been voted the **Best Community Event** every year by the readers of Claycord.com

## TITLE Sponsor

- Company Logo as KidFest sponsor at top of all advertising and marketing including print, broadcast, online, social media, collateral materials, website, press releases
- 2-3 10x10 booth spaces with area for hands-on activity/marketing/demonstration/sampling
- 6 banners on KidFest grounds including on entrance archway
- Live announcements on stage
- 250 passes with company logo for staff, clients, contests
- 50 KidFest t-shirts with company logo
- 25 all-ride wristbands
- VIP parking for staff and key clients
- Insert company materials (brochure, coupons, samples, SWAG) in 1500 Goody Bags (1st 500 families each day)

**\$15,000/year or \$36,000 for 3 years**

## COMMUNITY STAGE Sponsor (20+ hours of entertainment)

- Community Stage sponsor listing/logo in advertising and marketing including print, broadcast, online, social media, collateral materials, website, press releases
- 2 10x10 booth spaces with area for hands-on activity/marketing/demonstration/sampling
- Banners on KidFest stage
- 2 additional banners on grounds
- Live announcements on stage
- 100 passes with company logo for staff, clients, contests
- 25 KidFest t-shirts with company logo
- 10 all-ride wristbands
- VIP parking for staff and key clients
- Insert company materials (brochure, coupons, samples, SWAG) in 1500 Goody Bags (1st 500 families each day)

**\$7,500/year or \$18,000 for 3 years**

## ACTIVITY Sponsor (Face painting, balloon hats, KidArt, Kid's Town America)

- Logo included with all sponsors in advertising and marketing including print, broadcast, online, social media, collateral materials, website, press releases
- 1 10x10 booth space adjacent to activity area for hands-on activity/marketing/demonstration/sampling
- 2-3 banners on activity booth/area
- 1 additional banner on grounds
- 25 passes with company logo for staff, clients, contests
- 5 KidFest t-shirts with company logo
- 5 all-ride wristbands
- VIP parking for staff
- Insert company material (brochure, coupon, sample or SWAG) in 1500 Goody Bags (1st 500 families each day)

**\$2,500/year or \$6,000 for 3 years**

***Sponsorships can be tailored to your budget and objectives.***

# Sponsorship Opportunities





# Sponsorships, Vendor Opportunities Now Available *Contact us today!*



3 Shows  
a Day!



3 Shows  
a Day!



NEW!  
All Day  
All Ride  
Wristbands

Bay Area 2017

# KidFest®

28th Annual

## May 27, 28 & 29 Memorial Day Weekend

Sat & Sun 10am - 6pm • Mon 10am - 5pm

**Downtown Concord**

Mt. Diablo High School, 2450 Grant St.

*Free with admission*



Wild About Monkeys Show  
Python Ron's Reptile Kingdom  
Favorite Costume Characters  
Non-stop Entertainment Stage  
Kid's Town America  
Inflatable Crawls  
Balloon Art & Handprints  
Face Painting & Spin Art  
Da Island Way Dancers  
Memorial Day Ceremony

*Plus*

Eclectic Food Court  
Exhibitor Booths  
Pony Rides & Petting Zoo  
Zipline and 15 more Fun Rides



4 Shows  
a Day!



**FREE Goody Bag  
to first 500 families  
each day**



**Meet & Greet**

Curious George

BATMAN

EAST BAY RESCHOOLS.COM

**CLAYCORN**  
NEWS & TALK



**92.1 KKDV**  
DIABLO VALLEY'S HOMETOWN STATION!

**95.3 KULC**  
YOUR HOMETOWN STATION!



**FOOD BANK**  
of Contra Costa & Solano

\*Admission \$6 per person with canned food donation;  
\$7 without donation.  
Babies under 24 months and seniors 65+ FREE!

**SATURDAY  
SPECIAL**  
Bring 2 Cans  
for \$2 off  
admission

**Concord Disposal Service**



**CONCO**

**ACE**  
The helpful place.



BayAreaFestivals



@BayAreaKidFest



Muir Station Smiles

**LamorindaWeb**  
connecting our community

Attractions, Programs &  
Schedule Subject to Change.

**www.KidFestConcord.com**

Produced by  
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