

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

Sponsorship Opportunities



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.

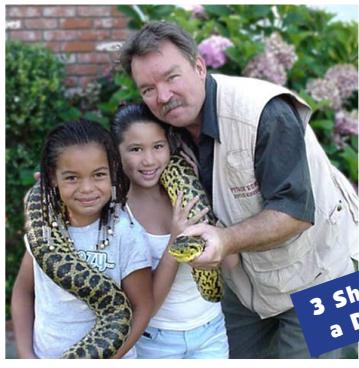


Sponsorships, Vendor Opportunities Now Available

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a Day!



3 Shows
a Day!



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Produced by
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(925) 408-4014

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

FREE Goody Bag
to first 500 families
each day



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



BayAreaFestivals



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www.KidFestConcord.com

Muir Station Smiles

LamorindaWeb
connecting our community

ATTRACTIIONS, PROGRAMS &
SCHEDULE SUBJECT TO CHANGE.