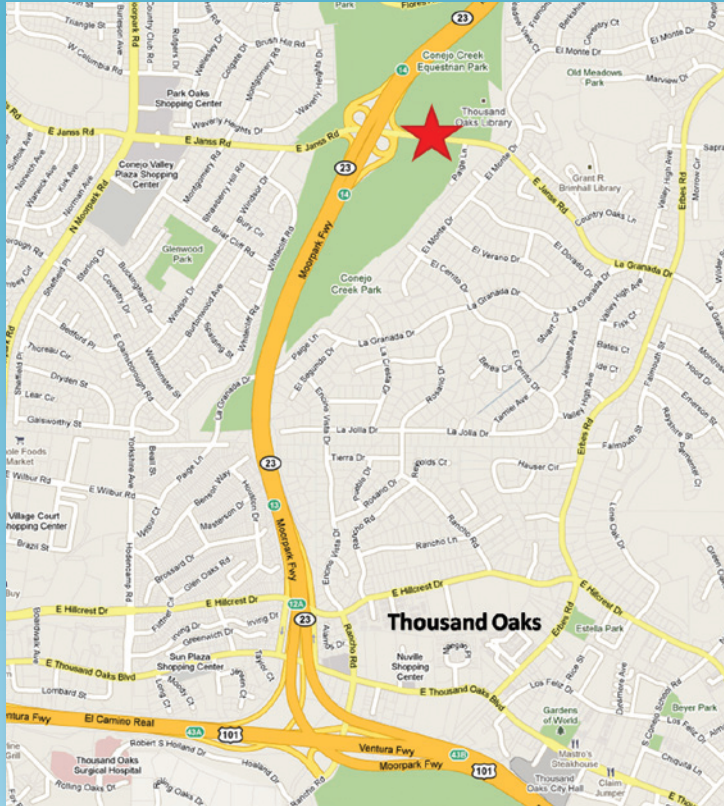


**CONEJO CREEK NORTH PARK
1379 EAST JANSS ROAD
THOUSAND OAKS, CA 91362**



A Local Community Expo For Children

kidfest



kidfest

VISIT US AT WWW.KIDFEST.US

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kidfest2012@yahoo.com

**SUNDAY, APRIL 22 2012
Conejo Creek North Park**

About **KIDFEST**

Kidfest is an annual complimentary family event where children of all ages and their parents come together for a fun and unique day. Exhibits from local community businesses are invited to showcase their products and/or services to a targeted demographic.

From summer camps to restaurants to learning centers, guests will be treated to the most relevant kid friendly businesses in the area. The day will also include exciting activities for kids and adults with food and beverage also being available for purchase. *Don't miss out on your opportunity to be part of this special event!*



EXPECTED EXHIBITORS

- Karate Studios
- Summer Camps
- Private Schools
- Gymnastic Studios
- Clothing Stores
- Restaurants
- Learning Centers
- Pet Products

TARGETED DEMOGRAPHIC

Kidfest will be targeting residents and businesses from Thousand Oaks, CA and its surrounding cities. Thousand Oaks's extremely desirable demographics include:

- Total households - 41,793
- 37.3% have children under the age of 18 living in the household
- 62.4% are married couples living together
- Average household size is 2.75 and the average family size is 3.15

2011 HIGHLIGHTS

- Over 2,000 people visited event • ~90 exhibitors/sponsors participated
- Heard on over 30 radio spots on Playlist 92.7 FM
- Ad shown in *Acorn Newspaper*
- Highlighted in *805 Magazine* Calendar section
- Placement on websites/e-newsletters (Bogopod.com, Conejo Valley Guide, Oaksparent.com, Macaroni Kid, etc.)

GAIN MAXIMUM EXPOSURE FOR YOUR BUSINESS

and increase leads and ultimately revenue!

SPONSORS & AFFILIATES *Exclusive categories available*

- Official Shoe & Apparel
- Official Water
- Official Bank
- Official Video Game
- Official Energy Bar/Drink
- Official Eyewear
- Official Restaurant/Fast Food Chain

EXHIBITORS

The day is intended to include media coverage, professional athlete and celebrity appearances, autograph signings, booths, raffles, product giveaways, verbal announcements, entertainment and much more.

Benefit packages can be tailored to meet your company's specific marketing goals and objectives.



	Early Bird	Booth	Presenting	Title
Standard Booth Size/Location	✓	✓		
Premier Booth Size/Location			✓	✓
Co. description on Kidfest website			✓	✓
Direct Email			✓	✓
On-site Signage			✓	✓
Ad Space in Event Program			✓	✓
Website placement with link to company website			✓	✓
Direct Mail			✓	✓
T-Shirt Logo Placement			✓	✓
Inclusion in event promo pieces			✓	✓
Newspaper/Magazine Coverage				✓
Radio Recognition prior to event				✓
	\$295	\$375	\$5,000	\$10,000

For non-profits, a basic booth is \$200

SILENT AUCTION & RAFFLE

A silent auction along with a raffle will be held at the event where a portion of the proceeds will benefit a local charity or school. Donated items are welcome and are a great way to advertise a company's service or product.