

BATON ROUGE PARENTS MAGAZINE PRESENTS



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

WHAT IS CAMP FAIR AND SUMMER FUN EXPO?

CAMP FAIR
AND SUMMER FUN EXPO
2020

Mark your calendars for our 25th annual Camp Fair and Summer Fun Expo on Saturday, March 21, from 9 a.m. to 3 p.m. at the BREC State Fairgrounds. We are excited to announce that we have partnered with Junior League of Baton Rouge and the Touch-A-Truck event this year. Last year, Touch-A-Truck had over 7,000 patrons in attendance, and this year, they are predicting that number to grow. This is the perfect opportunity to put your business in front of thousands!

We are looking for businesses that provide any of the following activities or camps: General Day Camps, Sports Camps, Residential Camps, Special Needs Activities and Camps, Arts Camps, STEM Camps, Special Focus Camps, and Summer Programs. We will also be highlighting summer fun destinations, including theme parks, vacation spots, and general summer happenings around town.

As a sponsor, your company is aligning itself with a trusted organization that has more than 29 years of proven advocacy and action on behalf of families. Known as the “kid-event experts,” *Baton Rouge Parents Magazine* has produced more than 60 events targeting families over the past two decades. We are the premier parenting publication in Louisiana, with more than 65,000 readers in the Greater Baton Rouge area.



Don't miss a great opportunity to reach this highly sought-after family market.

SPONSOR BENEFITS

CAMP FAIR
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1. MARKETING OF EVENT

- Company logo will appear on 11" x 17" full color event posters, distributed and displayed by the magazine's distributors, advertisers and event sponsors throughout the Greater Baton Rouge area.
- This event will be featured and promoted on local radio and television shows.
- 2,500 flyers to local schools, daycare centers, libraries and recreation centers will include company logo.
- Company will be listed as a sponsor on email flyers and all printed materials for the event.
- Company will be included in our social media postings for the event and The Weekender newsletter.



2. DIRECT MAIL

Sponsors will be included in brochures used in all proposals directed to potential local and national event sponsorships. Company logo will also appear on all exhibitor applications and welcome packets mailed to previous and future exhibitors.

3. PREMIUM ONLINE LISTING FOR 1 YEAR

Title/Name ▪ Summary ▪ Description ▪ Ratings and Reviews
Contact Information ▪ Location Reference ▪ Website Link ▪ Facebook Page Plugin
Features ▪ Hours ▪ Photo Gallery ▪ Video ▪ Additional Uploads ▪ Badges
Backlinks (to direct visitors to your listing) ▪ Deals (to entice visitors)

- Sponsorship packages can be turnkey or custom designed to fit the marketing plan of your individual company.
- All sponsorships are subject to approval by *Baton Rouge Parents Magazine* officers and staff.
- In-kind relationships will be considered if topical reference is applicable.



PLATINUM STAR TITLE SPONSOR

\$3,500 LIMIT
ONE

- Company listed as presenting sponsor.
- Prominent, large display of company logo on banner at the event.
- Company spotlight on Facebook posted in March.
- Complimentary half-page ad in March issue of *Baton Rouge Parents Magazine*.
- One 560x150px ad on one of our e-newsletters—two weeks prior to the event.
- Prominent display of company logo on flyers, posters, and materials promoting the event.
- One collateral item in all tote bags.
- One event space (includes a 6' table, two chairs, ID sign and electricity).
- Display of company logo on the event ID badges.
- Display of company logo on the event webpage.
- Complimentary premium online listing.
- Curb-to-space assistance with (un)loading.

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GOLD STAR SPONSOR

\$2,500 LIMIT
TWO

- Company listed as sponsor.
- Display of company logo on banner at the event.
- Prominent display of company logo on flyers, posters, and materials promoting the event.
- One collateral item in all tote bags.
- One event space (includes a 6' table, two chairs, ID sign and electricity).
- Display of company logo on the event webpage.
- Complimentary premium online listing.



SILVER STAR SPONSOR

\$1,500 LIMIT
FOUR

- Company listed as sponsor.
- Display of company logo on banner at the event.
- Prominent display of company logo on flyers, posters, and materials promoting the event.
- One collateral item in all tote bags.
- One event space (includes a 6' table, two chairs, ID sign and electricity).
- Display of company logo on the event webpage.
- Complimentary premium online listing.

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TOTE BAG SPONSOR

\$1000 LIMIT
ONE

- One collateral item in all tote bags.
- Prominent company logo on tote bag.
- Display of company logo on banner at event.
- Display of company logo on flyers.
- Display of company logo on the event webpage.
- Complimentary online listing.

EXHIBITOR

\$750

- One event space (includes 6' table and two chairs).
- Display of company logo on the event webpage.
- Complimentary online listing.

TOTE BAG

\$250 LIMIT
FIFTEEN

- One collateral item in all tote bags.
- Flyers can be submitted . Must be folded if larger than 4"x6" in size.
- Pencils, postcards, novelty items, or any other suitable item that will promote your business can be submitted.
- Chocolate, soft candy, or gum is not permitted.
- All items received after **MARCH 6, 2020** are not guaranteed to be included.



RULES AND REGULATIONS

CAMP FAIR
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2020

1. **Complete and return Exhibitor Space Agreement and Payment.** Please sign the agreement and email to laurie@brparents.com. Payment is due net 10 days. Special payment arrangements must be approved.
2. **Each exhibitor must have his own insurance policy.** A special events insurance policy for March 21, 2020 is required. The one day policy can be obtained through your insurance carrier. A copy of the policy will be due by February 28. A sample insurance policy will be emailed upon request.

Certificate Holder:
Family Resource Group
11831 Wentling Ave.
Baton Rouge, LA 70816
Additional Insureds: Baton Rouge Parents Magazine.
3. **Exhibits, displays, products, and services must be related to family vacations, summer fun happenings and/or summer camp programs.** Exhibitor may not promote business or services that do not directly relate to the overall theme of Camp Fair and Summer Fun Expo.
4. **Do not sell, or offer for sale, any products, goods, or services.** No subletting, assigning or apportioning to others is allowed by the exhibitors. Exhibitors may collect deposits and/or fees for camps or vacation packages only, but *Baton Rouge Parents Magazine* staff **MUST** be notified prior to event.
5. **Confine all activities to the exhibit space provided.** No part of your display may extend into traffic flow of the event. Exhibitor will be held responsible for cleaning or replacement of any damages.
6. **Provide a list of all products to be exhibited including brochures, pamphlets, flyers, samples, etc.** These are to be included in the application. Only materials listed in the application and approved by Family Resource Group Inc. may be displayed.
7. **Have, at a minimum, two representatives maintaining your table during all hours of the event.** This is required so company representatives can take breaks when necessary as well as meet the needs of attendees. *Baton Rouge Parents Magazine* is unable to 'man' spaces during the event. If you need assistance, let us know in advance.
8. **A limited number of tables with electrical outlets are available.** To reserve one of the tables near an outlet, this must be included in the application. Exhibitor must provide his own multiple outlet power strips, tape, and extension cords. All extension cords must be taped and kept under exhibitor's table at all times.
9. **Exhibit set up instructions will be given 2 weeks before the event. A Baton Rouge Parents Magazine representative will be on-hand for assistance on the day of the event.**
10. **Exhibitors' locations will be assigned in the order in which the application and fees are received.** Exhibitor space will be confirmed after the completed application and fees are received. Family Resource Group Inc. reserves the right to rearrange the floor plan due to unforeseen conflicts regarding space requests or conditions beyond our control. All exhibitors will receive a space layout map in the welcome packet, mailed two weeks prior to event. All materials must conform to local building and fire department codes and regulations. The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.
11. **Each exhibitor must pay exhibit fee, and any additional fees, in full by MARCH 1, 2020.** No refunds or deposits will be given past this date.
12. **Each exhibitor must make provisions of the safeguarding of all goods, materials, equipment, and displays at all times.** Family Resource Group Inc. and *Baton Rouge Parents Magazine* will not be responsible for loss of any material by any cause.
13. **The Junior League may cancel Touch-A-Truck at any time at its sole discretion.** If event is cancelled, all paid fees will be refunded.
14. **Wireless Internet access is not available at the Fairgrounds.** Air cards from mobile carriers may work, but such service is not guaranteed by BRPM. Exhibitor shall make all arrangements for wireless internet access at Exhibitor's sole cost and expense.
15. **Exhibitor grants permission to BRPM to take photographs and/or record videos of Exhibitor's property and representatives and to display such photos and videos during and after Camp Fair for the purposes of promotion and publicity of the event and/or BRPM.**

APPLICATION

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Each exhibitor space includes one 6' table, two chairs, and an identification sign.

Company name _____

Contact person(s) _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Cell phone(s) _____

Email address(es) _____ Fax number _____

Attendee name(s) _____

Company name as you wish to appear on promotional materials and exhibit signage _____

Will you provide a door prize? Yes No Details and value _____

Will electrical hook-up be needed? Yes No Purpose _____

*** NOTE: Extension cords will NOT be provided on the day of the event; one power source per exhibit.**

Each exhibitor should come prepared with an extension cord, multiple-outlet power strip, and tape.

SPONSORSHIP LEVEL

Platinum Star Title Sponsor \$3,500 _____

Gold Star Sponsor \$2,500 _____

Silver Star Sponsor \$1,500 _____

Tote Bag Sponsor \$1,000 _____

Total Amount Enclosed \$ _____

EXHIBITOR INFORMATION

Exhibitor Space(s) \$750 each _____

Electrical Hookup \$35 _____

Tote Bag Material \$250 _____

Total Amount Enclosed \$ _____

Make checks payable to Family Resource Group Inc.

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express Billing Zip _____

Credit Card # _____ Expiration Date _____ CCV# _____

Name on Card _____ Signature _____

***A MINIMUM DEPOSIT OF HALF OF SPONSORSHIP IS DUE WITH YOUR APPLICATION TO SECURE YOUR SPONSORSHIP LEVEL. THE REMAINING BALANCE IS DUE NO LATER THAN MARCH 11, 2020.**

On behalf of my organization, I am authorized and do hereby agree to abide by the rules and regulations and will so advise those of my organization. I agree to hold harmless Family Resource Group Inc., *Baton Rouge Parents Magazine* and Junior League of Baton Rouge Touch-A-Truck, and will provide a certificate of liability insurance with these same named as additional insured upon request. I also grant full permission to use any photographs, videotape, motion picture recording or any other record of this event for any purpose whatsoever.

Authorized Signature _____ Date _____

Print Name _____ Title _____

Thank you for your support and participation!

A welcome packet with event information will be emailed two weeks prior to the event.

Family Resource Group Inc., 11831 Wentling Ave., Baton Rouge, LA 70816

