

*Marlborough*

# PARENT & CHILD EXPO

ANNUAL FAMILY EVENT

**Marlborough Lines Stadium, Blenheim.**

**Saturday 6 March 2021**

**10am-2pm**

## **SPONSORSHIP PACKAGE**

[www.parentandchildexpo.co.nz](http://www.parentandchildexpo.co.nz)

# WELCOME!

Angela & Emma would like to invite you to attend this event as an exhibitor where you can access unique opportunities to promote your company, market your brand and meet with key consumer groups who want to show their support for your contribution to our region.

The annual expo is aimed at community organisations, parent support, products and services. Our aim is to support our Marlborough families to discover what is on offer in our region and to have a fun day out for the whole family!

More than 1000 people attend the Expo annually, it has a good reputation among a wide audience of Marlborough parents with children aged 0 – 6 years, as well as grandparents and others looking for family related products and gifts. The Marlborough Lines Stadium 2000 offers lots of space and options for everyone. We will continue to attract visitors by offering goodie bags on arrival and spot prizes.

This years' theme is local supporting local – we want to acknowledge and celebrate the hard work of all services available to us in Marlborough, ensuring you all have the opportunity to meet and support existing clients to acknowledge and support their loyalty.

This event gives you the opportunity to develop your product and service awareness and strengthen sales by attending and being part of this amazing public event focused on families in our community.

We look forward to seeing you in March for the annual Parent and Child Expo!

## EXPO DETAILS

Venue: Marlborough Lines Stadium

Date: Saturday 6<sup>th</sup> March 2021

Time: 10am-2pm

Set up: (Friday 5<sup>th</sup> 7.30pm-9pm or Saturday 6<sup>th</sup> from 8.30am)

Pack down: From 2.15pm Saturday 6<sup>th</sup> March 2021

Entry: \$5 entry fee per person. Children (under 14 years) **free**.

Website: [www.parentandchildexpo.co.nz](http://www.parentandchildexpo.co.nz)

Facebook: <https://www.facebook.com/MarlboroughParentandChildExpo>

# SPONSORSHIP PACKAGES

Sponsorship is sought to help Marlborough Parent & Child Expo promote and deliver the event. There are various sponsorship levels, these are as follows:

## **Major sponsor – a \$2000.00 investment in your brand (3 available)**

In return, you the sponsor will receive the following benefits:

- Your brand will be one of only three sponsors at this premier level of sponsorship, other than Step 2 Growth.
- You will have industry sponsorship exclusivity i.e. no competitors will be invited to participate as a sponsor
- The opportunity to place banner signage at the entrance to the expo. This will put your brand in front of a large Marlborough audience.
- The opportunity to have up to two staff members at the entrance to the expo, helping Marlborough Parent and Child Expo Team to greet attendees. An additional opportunity to put your brand in front of Marlborough families.
- Logo representation as a major sponsor on all advertising promoting the Expo
  - Posters
  - Fliers
  - Facebook and website
  - Radio (Major sponsors only)
- Your logo and a link to your website will also be posted on our Facebook, website and events pages – your logo and company name will always be given priority placement
- The option to have a complementary full site within the expo promoting your brand/product/service. An additional opportunity to put your brand in front of Marlborough families. Further information can be found in the attached documents.
- The option to provide branded goodie bags for the first 350 adults through the door at the expo
- The option to provide a flier/product to be added to the goodie bags
- A mention and a link to your website address in email communication to our members promoting the event
- You will receive editorial and a thank you in the Parent& Child expo newsletter (yearly publication)
- An additional complimentary advert in the Marlborough Parent & Child Newsletter
- Mention in a public thank you – Facebook post following the event
- Right of renewal for 2022 expo sponsorship
- The opportunity to establish a long-term sponsorship partnership with the Parent and Child Expo, as well as other events throughout the year.
- An opportunity to increase advertising in our features in local newspapers and magazines, **a small additional fee will apply to this.**

### **Minor sponsor – a \$1000.00 investment in your brand (5 available)**

In return, the sponsor will receive the following benefits:

- Your brand will be one of only five sponsors at this level of sponsorship
- Logo representation as a supporting sponsor on all printed and social media advertising promoting the Expo
  - Posters
  - Fliers
  - Coreflutes
  - Facebook and website
- Your logo and a link to your website will also be posted on our Facebook, website and events pages
- The option to have a complementary small site within the expo promoting your brand/product/service. An additional opportunity to put your brand in front of Marlborough families. Further information can be found in the attached documents.
- The option to provide a flier/product to be added to the goodie bags for the first 350 adults through the door at the expo
- A mention and a link to your website address in email communication to our members promoting the event
- You will receive a thank you in the Marlborough Parents and Child Expo newsletter (yearly publication)
- Mention in a public thank you – Facebook post following the event
- Right of renewal for the 2022 expo sponsorship
- The opportunity to establish a long-term sponsorship partnership with the Parent and Child Expo, as well as other events throughout the year.
- An opportunity to increase advertising in our features in local newspapers and magazines, **a small additional fee will apply to this.**

### **Parents corner sponsor – \$500.00 investment (2 available)**

In return for your sponsorship you will receive the following benefits:

- Your logo and a link to your website will also be posted on our Facebook, website and events pages
- The option to have a complementary small site within the expo promoting your brand/product/service. An additional opportunity to put your brand in front of Marlborough families. Further information can be found in the attached documents.
- The option to provide a flier/product to be added to the goodie bags for the first 350 adults through the door at the expo
- A mention and a link to your website address in email communication to our members promoting the event
- Mention in a public thank you – Facebook post following the event
- Right of renewal for the 2021 expo sponsorship
- The opportunity to establish a long-term sponsorship partnership with the Marlborough Parent and Child Expo, as well as other events throughout the year.

**Kid's entertainment sponsor - \$500.00 investment (2 available)**

In return, you the sponsor will receive the following benefits:

- Your logo and a link to your website will also be posted on our Facebook, website and events pages
- The option to have a complementary small site within the expo promoting your brand/product/service. An additional opportunity to put your brand in front of Marlborough families. Further information can be found in the attached documents.
- The option to provide a flier/product to be added to the goodie bags for the first 350 adults through the door at the expo
- A mention and a link to your website address in email communication to our members promoting the event
- Mention in a public thank you – Facebook post following the event
- Right of renewal for the 2021 expo sponsorship
- The opportunity to establish a long-term sponsorship partnership with the Marlborough Parent and Child Expo, as well as other events throughout the year.

**Print Sponsor to the value of \$1500.00 (1 available)**

In return for your sponsorship your logo will appear on:

- The Marlborough Parent and Child expo website, Facebook page and all print flyers/posters and advertising
- A mention and a link to your website address in email communication to our members promoting the event
- On all print material (printed by you)
- Included as part of the press release.
- Mention in a public thank you – Facebook post following the event
- Right of renewal for the 2021 expo sponsorship
- The opportunity to establish a long-term sponsorship partnership with the Marlborough Parent and Child Expo, as well as other events throughout the year.

**Goodie bag sponsor \$500.00 (4 available)**

In return, you the sponsor will receive the following benefits:

- Your logo and a link to your website will also be posted on our Facebook, website and events pages
- The option to provide a flier/product to be added to the goodie bags for the first 350 adults through the door at the expo
- A mention and a link to your website address in email communication to our members promoting the event
- Mention in a public thank you – Facebook post following the event
- Right of renewal for the 2021 expo sponsorship
- The opportunity to establish a long-term sponsorship partnership with the Marlborough Parent and Child Expo, as well as other events throughout the year.

### **Expo supporter – \$300.00**

In return, you the sponsor will receive the following benefits:

- Your logo and a link to your website will be added to the parent and child expo website and on the Facebook page.
- The option to provide a flier/product to be added to the goodie bags for the first 350 adults through the door at the expo
- A mention and a link to your website address in email communication to our members promoting the event
- Mention in a public thank you – Facebook post following the event
- The opportunity to establish a long-term sponsorship partnership with the Marlborough Parent and Child Expo, as well as other events throughout the year.

## **ACCEPTANCE OF SPONSORSHIP**

If you are interested in this opportunity to invest in your brand in front of a large Marlborough family-oriented audience, please fill in and return the form below and return electronically to [parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com) by **Friday 15-Jan-2021**.

If you have any questions, please contact:

Ang Eaton  
[parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com)  
027 303 9614

We understand how many requests of this nature you must receive each year, and that where your money goes is important. This is a fantastic opportunity to build your brand in front of a large Marlborough audience while helping us achieve our vision of supporting families to connect with businesses in our community. Sponsorship has been structured so that you receive brand promotion in return for your support.

We look forward to reviewing this opportunity with you.

Ang Eaton

Event Manager  
The Marlborough Parent and Child Expo Team

[www.facebook.com/MarlboroughParentandChildExpo/](https://www.facebook.com/MarlboroughParentandChildExpo/)  
[www.parentandchildexpo.co.nz](http://www.parentandchildexpo.co.nz)

# TERMS AND CONDITIONS

Sponsorship will be allocated only upon the acceptance of a signed sponsorship application form. An email of confirmation will be provided along with your invoice to confirm your booking. Applications will be processed in order of receipt.

Space at the expo will be allocated on a first in first serve basis. The Marlborough Parent & Child Expo team reserve the right to rearrange the floor-plan and / or relocate and exhibit. No discounts or refunds will be made for any facilities or services not used on the day.

We cannot guarantee that such sponsorship, exhibition or advertising will result in revenues for the advertisements.

We have the right to review and decline or refuse any advertisements that we deem inappropriate. All graphics must be within the file size and dimension specified within this agreement. Requests may be made to change any advertising deemed inappropriate as a result this could prohibit or delay advertising until acceptable changes are made.

## CANCELLATION POLICY:

- The booking fee is non-refundable after 15<sup>th</sup> February 2021
- Cancellations 60 days prior to the event will be subject to a cancellation fee of 25% of the exhibitor's costs.
- Cancellation 30-59 days prior will be subject to a cancellation fee of 50% of the exhibitor's costs.
- Cancellations must be made in writing to [parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com)
- In the event of an Act of God, natural disaster, fire, rain, wind, storm or any other unforeseen event or catastrophe, the Committee are not obliged to refund any part of Exhibitor Fee or other monies. All refunds are at the discretion of the Committee.

## PAYMENT POLICY:

### *Sponsorship packages*

- 50% deposit is due within 7 days following invoice.
- Remainder payment due by 1<sup>st</sup> February 2021
- Should the sponsor fail to pay by the invoice due date, we reserve the right to cancel all entitlements with no refund.

## DEADLINES:

To secure a sponsorship package:

- Completed application forms must be received no later than 1<sup>st</sup> February 2021 (to ensure advertising benefits)

Failure to meet the above deadlines, the Marlborough Parent & Child Expo cannot guarantee advertising space.

# Sponsor Application Form 2021



To confirm your support as a sponsor for The Marlborough Parent and Child Expo 2021, please complete the below form and submit this along with business information and logo for marketing and advertising purposes. We thank you for being one of our sponsors - in doing so supporting all our local Marlborough families.

<b>Name</b>		<b>Phone</b>	
<b>Company</b>		<b>Email</b>	
<b>Position</b>		<b>Address</b>	
<b>Website</b>		<b>Facebook</b>	
<b>Type of product or service</b>		<b>Target audience</b>	
<p>Description of your business/product/service. (maximum 50 words) This information will be used for promotional purposes and on social media.</p>			

<b>Description</b>	<b>Cost</b>	<b>Please tick</b>
<b>Sponsorship options</b>		
Major sponsor	\$2,000.00	
Minor sponsor	\$1,000.00	
Parent's corner sponsor	\$500.00	
Kid's entertainment sponsor	\$500.00	
Print sponsor	\$1,500.00	
Goodie bag sponsor	\$500.00	
Expo supporter sponsor	\$300.00	



Additional options		
Additional items for goodie bags (350)	\$50.00	
Advertising – newspaper (price options to follow)		

ADDITIONAL NOTES

**Please ensure you send in your logo with your business description for promotional purposes.**

By signing this sponsorship declaration I confirm;

- the above booking at the Parent and Child Expo 2021 as indicated in the table above.
- I have read the terms and conditions as outlined in the exhibitors information pack

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(electronic signatures will be accepted)

**Once we have received your application, we will issue your sponsorship invoice.**