



# Nannypalooza 2012

## Advertising Packet

Why advertise at Nannypalooza 2012?

Supporting nanny training is good for your business! The benefits include:

- ◆Exposure for your company with a group of **nannies who influence purchasing decisions** for their employers
- ◆Exposure for your company with a group of nannies who are themselves consumers
- ◆Your company demonstrates it's **dedication to quality child care**
- ◆It is cost effective- **low pricing** makes this an affordable choice
- ◆Gain loyalty of nannies who in turn will generate **great buzz** for your company
- ◆Our advertisers enjoy a **multi platform approach**- we use the web, print, social media and other sources to promote
- ◆Our reach extends not only to the 100+ nannies who attend but through our social media and email listings to thousands of qualified nannies.

An ad in the Nannypalooza conference program gives your business great exposure and helps us offer a budget-friendly, quality conference. Reach out to our attendees, a group of highly qualified and motivated caregivers.

We support our advertisers and sponsors. We will use social media outlets such as twitter and facebook to increase your visibility. Our attendees recommend our supporters regularly in nanny blogs and by word of mouth.

### **Budget Choice- Conference Program Ad Pricing (8 1/2 X 11 pages)**

(pay by July 30th and get a text link on the webpage as well!)

	regular pricing	early bird price pay by July 30th
1/4 page	\$75	\$50
1/2 page	\$100	\$75
full page	\$200	\$150
outside back cover	\$300	\$250

## Sponsorship opportunities

### Sponsor a Workshop \$100

9 available

Demonstrate you are dedicated to continuing education by sponsoring a workshop. Businesses will be listed in conference program, receive a **1/4 page ad**, get a **text link** on [www.nannypalooza.com](http://www.nannypalooza.com). We can match your company with a workshop that highlights your business and gives you a chance to share materials about your products or services with our attendees. For example, if have a great nanny agency, sponsor a workshop on interviewing skills and pass out info on your company. Or better yet- come and introduce the speaker and share a few minutes of info personally with attendees. Great integration of your message to attendees!

### Sponsor a Meal \$400

3 available

Shine the spotlight on your business as attendees sit down to eat. Our meal time sponsors will receive an **extended introduction** to their business, a hearty thank you for helping to make Nannypalooza a success, a special **1/2 page ad** in the conference program and a **logo link** on our sponsor webpage at [www.nannypalooza.com](http://www.nannypalooza.com). In addition, sponsors may address the whole conference for a short 10 minute time during the meal. Promote your business or just thank the attendees, but you will get their attention!

### Sponsor our Networking Break \$350

1 available

A great way to stand out! Play host for our afternoon break. We will include **signage**, an introduction and a special **1/2 page ad in the program**. In addition, if you are at the conference, feel free to **speak to the crowd** for a few minutes and share some details about your business. We will include a logo link on our sponsor webpage and in emails to our email list.

### Media Sponsor \$500

1 available

Want your business to be mentioned over and over and over again!! Here is a great option!! By sponsoring our media needs, we will put **signage every place where we are using AV equipment**. That is in each conference room including our main ballroom. We will thank your business repeatedly as we use screens, projectors and microphones. We will include a special **1/2 page ad in the program** to thank you as well as including you in our email blasts, and a **large logo link on the webpages**. This is a SUPER option as it includes so many mentions! Great way to get the buzz going!

### Goodie Bag Sponsor --

Our attendees love goodie bags! We offer a sponsorship for the bag. By providing the goodie bags you ensure that your business goes home with each attendee. You can either provide the bags or work with us to choose bags. Our logo (with conference sponsor) goes on one side-

yours can go on the other! Contact us for more information and pricing. (approximate cost \$500-600 dollars)

### **Goodie Bag Insertion**

What would a conference be without a great goodie bag? We're providing each attendee with a bag filled with fun and useful promotional items contributed by our supporters. Pens, post-it note pads, stress balls, water bottles and similar items all make great goodies. This is a wonderful opportunity to make a lasting impression on attendees. Please be willing to provide at least 150 items depending on registrations. Goodie Bag insertion is free - but to make a lasting impression we advocate sending a useful giveaway as opposed to just printed materials.

### **Raffle Prizes**

**Want to really get your business noticed? Donate a fabulous raffle prize.** We'll be raffling off prizes on both Saturday and Sunday. Interested businesses can contribute a gift (suggestions we have received include i-pods, digital cameras, and the ever popular gift cards!) or make a cash contribution that the Nannypalooza Prize Patrol will turn into gift cards.

Contributions under \$50 will be combined with other contributions to purchase one larger gift card which will be raffled off as a single prize. All contributors to that prize will be listed together in the "Thank You" section of the conference program as well as being thanked when the prize is given away. Contributions of \$50 or more will be raffled off as a stand alone prize and the single contributor to that prize will be listed in the "Thank You" section of the conference program. The Nannypalooza Prize Patrol will use your contribution to provide a great variety of prizes to the conference attendees.

[Donate a SuperPrize \(value greater than \\$150\) and get highlighted in program as well as social media promotion and a logo link.](#)

**If you have a creative marketing idea- let us know.** We want to be accommodating and can work out mutually beneficial situations so that you can promote your business and support Nannypalooza! We will work with you!