

NANNYPALOOZA U.K.



MEDIA KIT

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NANNYPALOOZA U.K.

A 2 DAY PROFESSIONAL CONFERENCE FOR NANNIES

Nannypalooza is a 2 day professional conference for nannies and related businesses. Nannypalooza grew out of the need for inexpensive, high quality training for nannies with a “learn it today, use it tomorrow” philosophy. For the past 11 years, the conference has been held in the Fall in the U.S., welcoming nannies from all over the U.S. as well as Canada, the U.K, and beyond. This year we held our inaugural Australian event and now we are invading the U.K.

Nannies who attend Nannypalooza work in a wide variety of homes- from highly affluent estates to middle class, dual-income professionals. They work with children of all ages and abilities. Many work with multiples or with children who have special needs. These nannies come for the weekend to learn new techniques and ideas as well as to exchange ideas on products, services and other information that is helpful in their day-to- day lives.

A COMMUNITY

Nannypalooza is more than a conference, however. It has grown into a community with an active social media component on both Facebook and Twitter, as well as a vibrant website that keeps growing. Nannypalooza now spearheads National Nanny Training Day, the largest nanny training event in the country, now in its fifth year. With events in 30 plus cities planned for this spring, more than 1500 nannies are expected to participate in NNTD.

Nannypalooza also is a network of nannies connected via Facebook and other social media. We offer advice, support and problem solving as well as occasional webinars and other training opportunities.

WHO WE ARE

Demographics

96% Female

3% Male

39% 25-34 years old

23% 35-44 years old

15% 45- 54 years old

People from U.S., Australia,
United Kingdom and Canada
represented.

Our average nanny....

is a full time caregiver. However, there is an increasingly popular trend for nannies to be part time and work for more than one family.

A whopping 95% of nannies make purchases on behalf of their families. 55% of all nannies spend money with no limits on purchases for the homes in which they work.** These nannies have input on those purchases. And with the growing number of nannies entering into home management duties- those products are not just baby or child related items. Nannies purchase everything from silverware to cleaning supplies to high end furniture all on behalf of their high net worth families.

**according to Nanny Magazine/Nannypalooza survey 2013

Nannypalooza is what made my professionalism come to life years ago. It was where, for the first time in 2010, I met a lot of other nannies, who were just as passionate, excited, and proud of the work we do and it has become the place I go to get energized, inspired and to learn, meet and connect with nannies across the globe every year! Words won't let you feel the energy of Nannypalooza!

-Thaty, nanny and nanny educator

WHY ADVERTISE AT NANNYPALOOZA U.K.?

- ◆ Exposure for your company with a group of **nannies who influence purchasing decisions** for their employers, and are consumers themselves
- ◆ Your company demonstrates its 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 your products or services. Our attendees recommend our supporters regularly in nanny blogs and by word of mouth.
- ◆ Our reach extends not only to the 100+ nannies who attend conference, but through our social media and email listings to **thousands** of qualified nannies
- ◆ Our fan base is active. Our emails enjoy an **open rate of 41%**, with click through rates of more than 14%. Our engagement and reach on Facebook is robust and continues to grow.
- ◆ Our first conference in the United Kingdom is sure to generate a great deal of interest

QUICK STATS

- ◆ 11 years of conferences in the U.S.
- ◆ 1 conference held in Melbourne, AUS
- ◆ Average conference attendance 120
- ◆ Facebook Fans 2500+
- ◆ Twitter followers 1800
- ◆ Website 500 unique visitors per week, 2000 page views
- ◆ Email list 1200+ subscribers, 31.5% opens and 4.3% click thru rate
- ◆ Subscribers in AUS, U.S., U.K., Canada, Switzerland and more

“Parents ask me all the time for advice on what agencies to use, if I know the best new products etc... I am confident that I can recommend Nannypalooza advertisers because I know they CARE about quality and support the work nannies do!”

- Charlotte H., nanny for 20 years



SPONSORSHIP OPPORTUNITIES

GOLD LEVEL CONFERENCE SPONSOR £3500

You will receive a vendor table, a special full page ad on the back page of the program as well as an email blast to introduce you to our AUS nannies and U.S. nannies as well. In addition, there will be plenty of social media coverage promotion your name will be front and center. Feel free to attend the conference and say a few words and really get to know everyone! This also includes one conference registration.

SILVER LEVEL CONFERENCE SPONSOR £1000

Full page ad in program and your logo included on front cover. You will be recognized with signage as well as a personal introduction by organizers. Loads of social media promotion in U.K. and U.S. as well as one conference registration. Enjoy introducing your company thru a targeted post conference email blast.

MEDIA SPONSOR £750

Great option for those who want their business logo to be recognized. Sponsor our media needs and have signage in all rooms. Multiple mentions throughout conference in every place we use AV equipment. Large logo link on webpage and 1/2 page ad in program.

NETWORKING BREAK SPONSOR £500

Play host to our networking break Here is a great option!! Hosting this networking event allows you to interact with the attendees in person and make as a big impact on attendees. We will include signage, a special full 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. You will also get a logo link on our home page which allows for greater visibility.

MEAL SPONSOR £250

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. 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!

WORKSHOP SPONSORS (6 AVAILABLE) £125 EACH

Demonstrate you are dedicated to continuing education by sponsoring a workshop. Businesses will be listed in the conference program, receive a 1/4 page ad, and get a text link on www.nannypalooza.com.

~~PROGRAM SPONSOR £400~~ **SOLD**

Enjoy a full page inside cover ad and your name on the bottom of every page of our program! In addition you will receive social media promotion, a logo link on the webpage, a vendor table at the conference, and signage at the conference. This is a great package.

VENDOR TABLES AVAILABLE £100 EACH

DON'T SEE THE RIGHT FIT FOR YOUR BUSINESS?

Contact us for more ideas of how to customize a package to fit your needs and budget. We are creative and passionate about supporting businesses that support nannies!