



# Nannypalooza

a nanny community

## Media Kit



### For More Information Contact:

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@nannypalooza on twitter

[facebook.com/nannypalooza/](https://facebook.com/nannypalooza/)

## Quick Stats

- 12 years of conferences held in cities up and down East Coast, UK and AUS
- Expected conference attendance 150-175; sold out in 2016
- Facebook Fans 3000
- Twitter followers 2200
- Website 625 unique visitors per week, 2000 page views per week
- Email list 1700 subscribers, 34.3% opens and 4.9% click thru rate
- 39 NNTD events across country- expected combined attendance of 2000

### Nannypalooza is...

a conference, a website, interNational Nanny Training Day and a community. We were born from the idea that nannies need a place to connect and network as well as receive affordable professional development.

### Mission Statement

Nannypalooza will provide high quality, affordable training to all in home care givers. Trainings will be accessible and inclusive of all nannies. We believe in community, education and support. Nannies need to be constantly improving skills and their understanding of the complex needs of all children. Nannypalooza will provide support and resources to support nannies professional development.

# NANNYPALOOZA

Nannypalooza is a 2 and a half 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 12 years, the conference has been held in the Fall, welcoming nannies from all over the U.S. as well as Canada, the U.K, and beyond. This year we celebrate our 13th conferences!

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.

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 **interNational Nanny Training Day, the largest nanny training event in the world, now in its eighth year. With events in 30 plus cities planned for this spring, more than 2000 nannies are expected to participate in iNNTD.**

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.

*“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*



## We Offer Our Supporters

- ◆ Targeted exposure to specific group of consumers
- ◆ Demonstration of your dedication to quality care to your own fan base
- ◆ Cost effective options
- ◆ Multi platform approach using social media, email and word of mouth to create buzz
- ◆ Fully customizable packages to fit your goals and needs

# About Us

## This Year

Nannypalooza West  
September 28-30th, 2018  
DoubleTree Santa Ana in Anaheim, CA

Nannypalooza East  
November 2-4th, 2018  
DoubleTree Philadelphia Airport

Expected attendance 175 attendees West  
and 150 attendees Philadelphia.



*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 educator

## 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





# Sponsorship opportunities

Discounted pricing for dual coast sponsors! Contact us for more info.

## **Gold Level Patron \$5000 for both EAST and WEST conferences**

**Includes exposure to 2019 interNational Nanny Training Day audience!**

The perfect option for a huge bang for your buck. Our gold level package includes **your name and logo on our main home website page**. We include a **full page ad in the program**, a **dedicated email to our list**, **extended social media promotion and more!** You will have the opportunity to address the entire conference and we also include **2 registrations and a vendor table if you would like one**. We also can develop some customized blitz marketing to **highlight your company and a giveaway swag item for the whole conference**.

## **Silver Level Patron \$1000 - 2 available (one EAST and one WEST)**

**Includes exposure to 2019 iNational Nanny Training Day audience!**

Our silver level package includes a **full page ad on inside cover of program**, **logo link on the home webpage**, **extended social media promotion and more!** Your business will be able to send 2 targeted emails throughout the year directly to our mailing list to shine a light on your company. You will have the opportunity to address the entire conference and we also include **1 registration**.

## **Networking Break Sponsor - \$800 - 2 available (one EAST and one WEST)**

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**.

## **Media Sponsor \$700 - 2 available (one East and one West)**

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 in 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!

## **Sponsor our Welcome Reception \$600- 2 available (one East and one West)**

This sponsorship will make a big impact. Host our Friday evening welcome event! We will include **signage, social media promotion**, a special invite with your logo will be emailed to attendees and a **1/2 page ad in the program**. Also includes a logo link on our website. More importantly, feel free to **attend the reception and meet and greet nannies** coming in for the conference!

## **Sponsor a Meal \$500- 3 available at each location**

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!

## **Program Sponsor \$400- 2 available (one East and one West)**

Enjoy a full page back cover ad and your logo and 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.

# Sponsorship opportunities

## **unConference Sponsor \$350- 1 available West only**

Half page ad and mentions in conference emails. Social media promotions and the chance to sponsor one of the most popular aspects of Nannypalooza. Come on Friday afternoon and interact with attendees as well as speak to attendees about your business. Also includes logo link on sponsorship page.

## **Facebook Live Promos- \$200**

One of the most dynamic ways to help Nannypalooza and promote your business. Facebook live drives lots of interactions to your Facebook page. We will host live sessions on your page to talk about Nannypalooza and also a topic that highlights your business. 2 sessions plus lots of posts on your page and ours to promote this. We can customize this in any number of ways.

## **Sponsor a Workshop \$150**

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](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

## **Budget-Friendly High-Value Conference Program Ads!**

Our conference program not only goes to every attendee, but is available online before and after our conference. This is a great option to introduce your product!

	regular pricing	early bird price pay by June 30th
¼ page	\$75	\$50
½ page	\$100	\$75
full page	\$200	\$150

## **Vendor Table \$125**

Join us at the conference, and sell YOUR products or services! This option includes a **quarter page ad**, **text link on the webpage**, extended social media promotion and more! You will have the opportunity to meet nannies and really demonstrate your products. Tables will be open all day Saturday and Sunday morning.

# Overview

Sponsorship Package	Program Ad	Email To Our Email List	Address Attendees At Conference	Social Media Promotion Posts	Facebook Live Promotion	Vendor Table	Conference Registration	Signage	Link On Nannypalooza Webpage
<b>GOLD \$5000</b>	full page inside cover	2 emails-dedicated	yes	at least 20 for year through october 2019	yes	yes	2 registrations to giveaway or use	Yes	logo link on homepage
<b>SILVER \$1000</b>	full page	1 email-dedicated	yes	at least 15 for year through october 2019	yes		1 registration to giveaway or use	yes	logo link on homepage
<b>Networking Break \$800</b>	full page	1 email - dedicated	yes at networking break	at least 15 for year through October 2019		yes		Yes	logo link on conference pages
<b>Media Sponsor \$700</b>	half page			at least 20 for year through October 2019	yes			yes in every conference room	logo link on conference pages
<b>Welcome Reception \$600</b>	half page	mentions included in conference emails	yes at welcome reception	at least 15 for year through October 2019			1 registration to giveaway or use	yes at reception	logo link on conference pages
<b>Meal Sponsorship \$500</b>	half page	mentions included in conference emails	yes at sponsored meal	at least 10 for year through October 2019				yes at meal	logo link on conference pages
<b>Program Sponsorship \$400</b>	half page name at bottom of every program page	mentions included in conference emails		at least 10 for year through October 2019					logo link on conference pages
<b>UnConference Sponsor (West Coast Only) \$350</b>	half page	mentions included in conference emails		at least 10 for year through October 2019				yes at unConference	logo link on conference pages
<b>Facebook/ Instagram Live Promos \$200</b>	half page			10 posts plus 2 Live promos-	Yes! We do FB live from YOUR page and Ours!				link on conference pages
<b>Workshop Sponsor \$150</b>	quarter page name listed on schedule		introduce the workshop you sponsor and speak about your company for a few minutes	5 posts for year through October 2019					link on conference pages