









Your opportunity to support a major community event on the Central Coast.

Central Coast Kids Day Out is all about our Central Coast kids, their families, the services available and ways to enrich our families lives on the Central Coast. Continually families are saying that this is the best family event on the Coast. CCKDO has been running for 23 years!

Our annual event is to be held on Sunday 7th May 2023 from 10am to 3pm on the Central Coast.

CCKDO is known for presenting big name children's shows at the event. Paw Patrol is a regular and now Bluey will be performing her show at the 2023 event.

Every year there are new additions providing a day that is interactive, entertaining, informative and will keep families occupied all day. So much to see and do!

Go to our website to keep up to date and check us out on Facebook and Instagram. You will not want to miss this year with all that is planned.



"Together we can develop functional family units and promote the long term wellbeing of the children on the Central Coast."

## ENGAGE WITH OUR COMMUNITY

Create an accessible event for our community to have face to face contact with services available and our partners.

## **CREATE A FUN FAMILY DAY OUT**

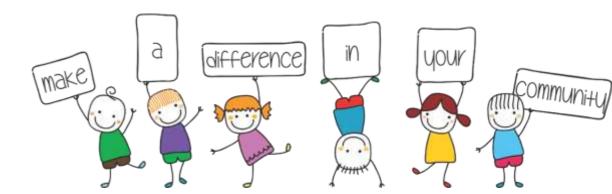
Provide families on the Central Coast an affordable, educational, fun and interactive day out.

# Why partner with CC Kids Day Out . . .

CCKDO is <u>THE</u> annual event for families on the Central Coast, with the attraction of major kids shows, rides, sporting activities, performances, arts & crafts workshops, stalls and specialists.

### Together we can make a difference!

- ✓ Activate your businesses marketing activities at the longest running and most recognised Central Coast family focused event with an average 8,000 10,000 attendees
- ✓ Gain access to a targeted and valued market Families
- ✓ Promote your products and services at the event
- ✓ Promote your brand through a comprehensive Media campaign Online, Radio and Print
- **✓** Make a real difference in the future of our children and support family welfare and education on the Central Coast



# C Kids Day Out Marketing Snap Shot

This is the Marketing plan that has made CCKDO an overwhelmingly great success for 23 years.

### Share in the CCKDO success secrets

- Radio Advertising. This year, we have partnered with Star 104.5 to provide over \$28,000 of radio advertising to promote our partners, sponsors and the event
- Full page adverts in the On The Coast magazine
- 45,000 brochures distributed across the Central Coast, promoting our partners, sponsors and the event
- Posters distributed in local businesses and childcare centres promoting our partners, sponsors and the event
- Thousands of programs promoting our partners and sponsors are distributed to families on the day
- Extensive Social Media exposure for all sponsors and partners and their involvement in the event
- Online presence till the following March
- **Publicity** via a combination of schools, preschools, daycare and after school care centres, and agencies (Government and non-Govt) each of these organisations display the event on their noticeboards and advertise in their newsletters and we utilise public signage





# 2023



Central Coast Kids Day Out
CONNECTING FAMILIES WITH SOCIAL SERVICES

CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

### **Platinum Sponsor Benefits:**

- ◆ Inclusion in Star 104.5 Radio Advertising of over \$28,820 for the event with specific naming of the Platinum Sponsor in radio ads; including live cross promotion, airtime, promos live studio reads, social media promotion on Star104.5 Facebook page with over 100,000, followers, Star 104.5 Instagram with over 8,000 followers and on the Star 104.5 website included in CCKDO advertising.
- ◆ Full page colour advert & half page editorial in CCKDO program Distribution 8-10,000
- ♦ Platinum Category Exclusive Naming Rights: Social Media/FB & Instagram post promotion (CCKDO 8,000+ Facebook followers)
- ♦ Platinum Category Exclusive Naming Rights: on all CCKDO advertising print, online and radio
- Platinum Category Exclusive Naming Rights: on full-page colour ad in On The Coast plus editorial coverage in magazine
- ♦ Platinum Category Exclusive Naming Rights: on stage and all event day signage
- ◆ Platinum Category Exclusive Naming Rights: on all CCKDO Street Signage
- Platinum sponsor will have a Filmed Interview, highlighting all aspects of the Platinum Sponsor to be uploaded to CCKDO webpage; Facebook and CCKDO TV
- Platinum Category Exclusive Naming Rights: in all Posters and Promotional Brochures/Flyers (45,000) distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ♦ Platinum Category Exclusive Naming Rights: CCKDO Homepage of Website and Facebook page
- ♦ Platinum Category Exclusive Monthly Social Media Engagement on CCKDO Facebook page up to 4x posts per month including photo and/or video
- **♦ Unlimited** Banners at the event, competition\* and flyer distribution
- ♦ Star 104.5 Radio Interview/live cross on-air opportunity promoting your business from the event
- On Stage Acknowledgement
- Premium Stall Site opportunity/location for the day. Highlighted within the program. Large format stall size: 6m x 3m
- ◆ CCKDO Website Link to your company, with company promotional opportunity section
- ♦ Specifically Designed Banner for use on your outgoing emails recognising your sponsorship of CCKDO
- ♦ Free Event Entry and Ride Passes for your business and your family
- ♦ Framed Certificate of Appreciation in recognition of your Platinum Sponsorship
- DL 115gsm Advertisement distribution 45,000 inclusion in CCKDO brochures, targeting families on the Central Coast Distribution 45,000
- Invitation to Official Central Coast Kids Day Out Networking Events for 2 people promoting your Platinum Sponsorship and Exclusive Naming Rights





REACH 367,000 people

TOTAL
INVESTMENT
\$12,000





### CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

### **Gold Sponsor Benefits:**

- ♦ Half page colour advert & half page editorial in CCKDO Program Distribution 8-10,000
- ♦ Inclusion in advertising with Star 104.5 with Gold Sponsor recognition
- ♦ Logo Inclusion in Full-page Colour Ad in On The Coast magazine plus editorial coverage
- ♦ Website Link and Promotional Information on CCKDO website, Facebook with 8,000+ followers and CCKDO TV
- ♦ Quarter Page Advertisement in CCKDO program distribution 8-10,000
- **Logo Inclusion in 45,000 promotional brochures/flyers & posters** distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- Monthly Social Media Engagement on CCKDO Facebook page (8000 followers) up to 4x posts per month including photo and/or video
- **♦ Unlimited** Banners at the event, competition\* and flyer distribution
- ♦ Star 104.5 Radio Interview/live cross on-air opportunity promoting your business from the event
- **♦** On Stage Acknowledgement
- Premium Stall Site Size and Location at the event, highlighted in the program. Large stall: 6m x 3m
- **♦ CCKDO Website Link** to your company, with company promotional opportunity section.
- Specifically Designed Banner for use on your outgoing emails recognising your sponsorship of CCKDO.
- Free Event Entry and Ride Passes for your business and your family
- ♦ Framed Certificate of Appreciation in recognition of your Gold Sponsorship
- ◆ DL 115gsm Advertisement distribution 45,000 inclusion in CCKDO brochures, targeting families on the Central Coast Distribution 45,000
- Invitation to Official Central Coast Kids Day Out Networking Events for 2 people promoting your Gold Sponsorship



REACH 152,000 people

TOTAL
INVESTMENT
\$5,000



<sup>\*</sup> Event bannering restricted to specific areas within the event. Game Permits, T&C's & Competition rules of NSW apply.



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### **Silver Sponsor Benefits:**

- ♦ Quarter page colour advert & Quarter page editorial in CCKDO Program Distribution 8-10,000
- **▲ Logo Inclusion** on full-page colour ad in On The Coast magazine
- ▲ Logo Inclusion in 45,000 promotional brochures/flyers & posters distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ♦ Monthly Social Media Engagement on the CCKDO Facebook page which has over 8,000 followers Consisting of 3x posts per month including photo/video.
- Event bannering, competition\* and flyer distribution to 15,000 people.
- Star 104.5 Radio Interview/live cross on-air opportunity promoting your business from the event
- **♦** On Stage Acknowledgement
- Stall Site in Premium Location at the event, highlighted in the program. Stall size 3m x 3m
- ♦ CCKDO Website Links to your company, with company promotional opportunity section
- ♦ Specifically Designed Banner for use on your outgoing emails recognising your sponsorship of CCKDO
- Free Event Entry and Ride Passes for your business and your family
- Framed Certificate of Appreciation in recognition of your Silver Sponsorship
- ♦ Invitation to Official Central Coast Kids Day Out Networking Events for 2 people promoting your Silver Sponsorship







REACH 152,000 people

TOTAL
INVESTMENT
\$3,500



# **Bronze Sponsor**



CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

### **Bronze Sponsor Benefits:**

- ♦ Quarter page colour advert in CCKDO Program Distribution 8-10,000
- ♦ Logo Inclusion in Full-page Colour Ad in On The Coast magazine
- ▲ Logo Inclusion in 45,000 promotional brochures/flyers & posters distributed to schools (+ insertion into newsletters), community centres, shops, daycares and pre-schools
- ♦ Monthly Social Media Engagement on the CCKDO Facebook page which has over 8,000 followers consisting of 2x posts per month including photo/video.
- **♦** On Stage Acknowledgement
- Stall Site in Premium Location at the event, highlighted in the program. Stall size 3m x 3m
- **♦ CCKDO Website Links** to your company, with company promotional opportunity section
- ♦ Specifically Designed Banner for use on your outgoing emails recognising your sponsorship of CCKDO
- Free Event Entry and Ride Passes for your business and your family
- ♦ Framed Certificate of Appreciation in recognition of your Bronze Sponsorship
- ◆ Invitation to Official Central Coast Kids Day Out Networking Events for 2 people promoting your Bronze Sponsorship





REACH 152,000 people

TOTAL
INVESTMENT
\$1,500



## Specialty Sponsor 🖈 Naming Rights Sponsor of an Attraction

Specialty Sponsors hold the Naming Rights a specific attraction or activity eg. Petting Zoo, Obstacool, Children's Entertainment/Show, Lego, Specialty Room/Activity

CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

**Specialty Sponsor Benefits:** 

- ♦ Quarter page colour advert & Quarter page editorial in CCKDO Program Distribution 8-10,000
- **♦ Logo Inclusion in Full-page Colour Ad** in *On The Coast* magazine
- ◆ Logo Inclusion in 45,000 promotional brochures/flyers & posters distributed to schools, community centres, shops, daycares and pre-schools
- ♦ Monthly Social Media Engagement on the CCKDO Facebook page which has over 8,000 followers consisting of 2x posts per month including photo/video.
- **♦** On Stage Acknowledgement
- ♦ Stall Site in Premium Location at the event, highlighted in the program. Stall size 3m x 3m
- **♦ CCKDO Website Links** to your company, with company promotional opportunity section
- ♦ Specifically Designed Banner for use on your outgoing emails recognising your sponsorship of CCKDO
- ♦ Free Event Entry and Ride Passes for your business and your family
- Framed Certificate of Appreciation in recognition of your Bronze Sponsorship
- ◆ Invitation to Official Central Coast Kids Day Out Networking Events for 2 people promoting your Specialty Sponsorship





TOTAL MEDIA VALUE \$9,000

REACH 152,000 people

TOTAL
INVESTMENT
\$2,500



## Specialty Sponsor - SAPPHIRE 🖈

### CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

**Specialty Sponsor - Sapphire Benefits:** 

- ♦ Monthly Social Media Engagement on the CCKDO Facebook page which has over 8,000 followers consisting of a minimum of 2 x posts including photo/video.
- ♦ CCKDO Website Links to your company, with company promotional opportunity section
- ▲ Logo Inclusion in 45,000 promotional brochures/flyers & posters distributed to schools, community centres, shops, daycares and pre-schools
- **♦** On Stage Acknowledgement
- ♦ Stall Site at the Event, with location highlighted in the program. Stall size 3m x 3m
- **♦ Logo Inclusion in CCKDO Program** Distribution 8-10,000
- ♦ Inclusivity Banner for use on your outgoing emails recognising your sponsorship of CCKDO
- ♦ Framed Certificate of Appreciation in recognition of your Specialty Sponsorship



TOTAL MEDIA VALUE \$9,000

REACH 152,000 people

TOTAL
INVESTMENT
\$500





## Specialty Sponsor — PEARL \*

- ♦ Monthly Social Media Engagement on the CCKDO Facebook page which has over 8,000 followers consisting of a minimum of 2 x posts including photo/video.
- ♦ CCKDO Website Links to your company, with company promotional opportunity section
- **♦** On Stage Acknowledgement
- Stall Site at the Event, with location highlighted in the program. Stall size 3m x 3m
- **♦ Logo Inclusion in CCKDO Program** Distribution 8-10,000
- Framed Certificate of Appreciation in recognition of your Pearl Sponsorship





TOTAL MEDIA VALUE \$9,000

REACH 152,000 people

TOTAL
INVESTMENT
\$250



## Friend of CCKDO In-Kind Sponsor



CCKDO believes great sponsorship works both ways ~ a mutually beneficial partnership

### **Specialty Sponsor - Sapphire Benefits:**

- ♦ Monthly Social Media Engagement on the CCKDO Facebook page which has over 8,000 followers consisting of a minimum of 2 x posts including photo/video.
- **♦ CCKDO Website Links** to your company, with company promotional opportunity section
- **♦** On Stage Acknowledgement
- ♦ Stall site 3m x 3m. Highlighted within the Program
- **♦ Logo Inclusion in CCKDO Program** Distribution 8-10,000
- **♦ Framed Certificate of Appreciation** in recognition of your sponsorship





TOTAL MEDIA **VALUE** \$2,500

**ESTIMATED REACH** 152,000 people

**TOTAL** INVESTMENT \$0







VALUE \$55,000 INVESTMENT \$12,000



VALUE \$9,000 INVESTMENT \$2,500



VALUE \$17,000 INVESTMENT \$5,000



VALUE \$9,000 INVESTMENT \$500



VALUE \$10,000 INVESTMENT \$3,500



VALUE \$9,000 INVESTMENT \$250



VALUE \$7,000 INVESTMENT \$1,500



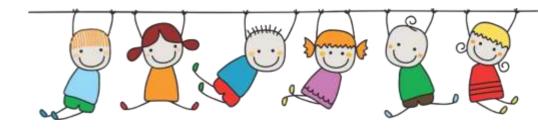
VALUE \$2,500 INVESTMENT \$0



Application Date:	Company Name:		
Name of Sponsorship:		_	ABN:
Event Contact Name:	Director/CEO Name:		
Address:			
Suburb:	Post Code		
Postal Address			
Company Phone:	Event Contact's Phone:		Fax:
Email:	Website:		
TYPE OF SPONSORSHIP	Platinum Gold	Silver Br	onze Friend of CCKDO CCKDO Volunteer No payment required
	Specialty Specia	alty Sapphire Sp	ecialty Pearl
TYPE OF PAYMENT :	Cheque	Direct Depos	it BSB 633000 Acc No. 122289390
Full Name:	Signature:		

PAYMENT TO BE MADE OUT TO CENTRAL COAST KIDS DAY OUT INC. ABN 42 919 459 218 Enquiries: Phone or Text 0438 237158

# Posters/Banners (Historic)







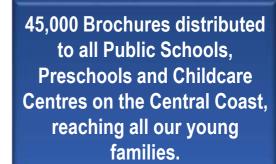
Pull-up Banners strategically placed displayed at public events

A3 Posters displayed in schools, preschools, childcare centres and retail outlets across the Central Coast

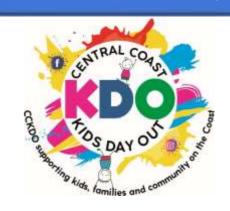


# Brochures (Historic)

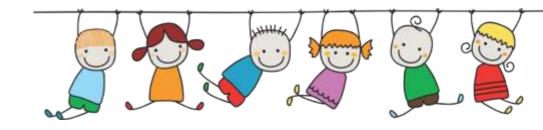




Sponsorship
Bonus for
PLATINUM
GOLD
1x DL size sponsor
advertisement
Included in A4 CCKDO flyer



# Magazine Ad (Historic)





Full Page advertisements in the On the Coast Magazine

encouraging our children to have a strong sense

ull Page

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the Coas

lagazine

in the

ELDERSLEE FOUNDATION









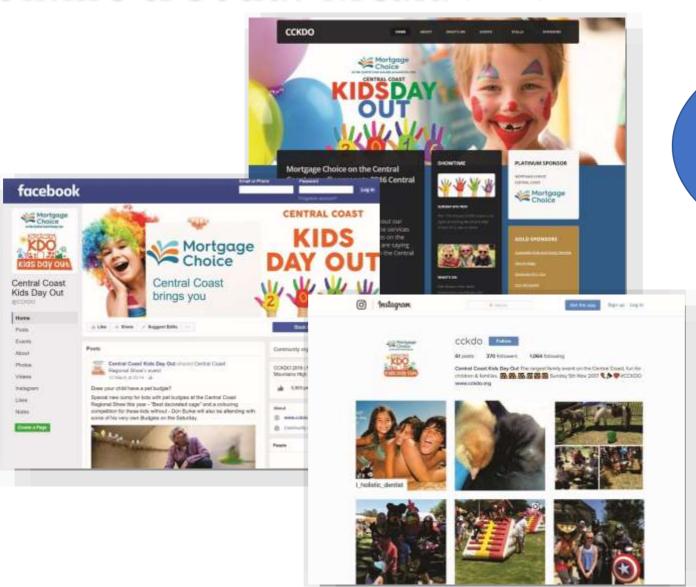
of identity & self worth

CONNECTING FAMILIES WITH SOCIAL SERVICE





# Online & Social Media (Historic)

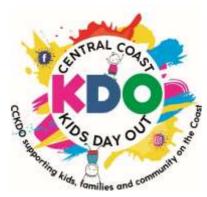


Sponsors and
Entertainers
promoted on the
web & social
media



# Signage (Historic)





Roadside Signage & Digital Signage across the Central Coast



# Program (Historic)





Pacificantiles Bendigo Bank
DENTAL

**CCKDO Program** with timetable and map featuring... **OUR FABULOUS SPONSORS** is given to all families

on Event Day

with timetable and map

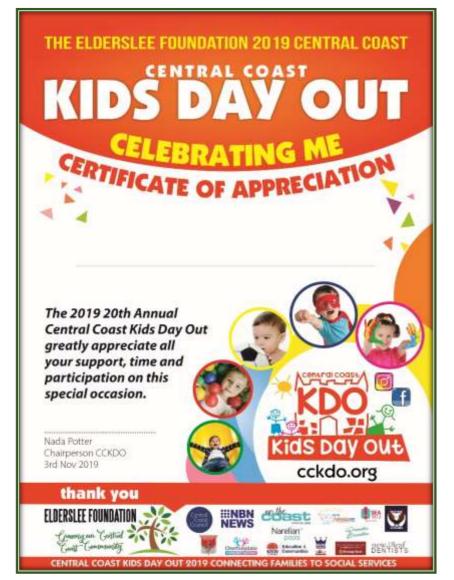
Featuring... **OUR FABULOUS SPONSORS** 

is given to all families on Event Day



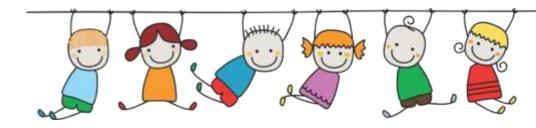
# Certificates (Historic)







# Forums & Education





Parent &
Early
Educator
Forums
Initiatives of
CCKDO



# **CCKDO Media & Artwork Requirements**

## **Print Material**

### **Client Supplied Print Ready Final Artwork**

Please supply to CCKDO as PDFs, at least 300dpi resolution, all text converted to curves and 2mm bleed. Files to be in cymk.

### **Individual Files for CCKDO Art Department**

Please supply to CCKDO as high resolution - at least 300dpi PDF, jpg, eps or tiff file format in cmyk colours. All elements to be supplied as separate files.

## Web Material

Please supply all art elements, including logo, photographs and graphics to be supplied to CCKDO as high resolution PDF, jpg or png file format.

All logos, artwork, graphics and photographs supplied to CCKDO for inclusion in our advertising must be supplied with permission for use.

Supply your own artwork or let our wonderful graphic artist weave magic for you



