City Kids Family Fair, hosted by Children’s Council of San Francisco, is a fun, family-friendly event that showcases many of the early care and education programs and services available to San Francisco families through Children’s Council and over 25 community organizations. This event features live music and performances, arts and crafts, and fun hands-on activities.

Past sponsors have included Shipt, Bright Horizons, ActivityHero and KIND Snacks.

Past community partners have included UCSF, Golden Gate Mothers Group, SF Office of Early Care and Education, First 5 San Francisco, SF Public Library, SF Fire Department, SF Department of Public Health and SF-Marin Food Bank.

**WHEN:** Saturday, September 21, 2019
10am – 1pm

**WHERE:** Mission Dolores Academy Playground
445 Church Street, San Francisco

Sponsorship Opportunities

City Kids Family Fair, hosted by Children’s Council of San Francisco, is a fun, family-friendly event that showcases many of the early care and education programs and services available to San Francisco families through Children’s Council and over 25 community organizations. This event features live music and performances, arts and crafts, and fun hands-on activities.

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City Kids Family Fair provides strong exposure through a variety of marketing channels:

- Attendees: **1,500+ parents, caregivers and children** ages 0-10 (majority ages 0-5)
- Mailed postcard: **10,000+ households** in San Francisco
- Mailed flier: **1,300+ child care providers** in San Francisco
- Posters: 500 distributed in the Mission, Dolores Heights, Noe Valley, Bayview/Hunters Point, Outer Mission and Bernal Heights neighborhoods
- Website: listing with 4,100 unique visits and **11,000 page views** per month
- Targeted Event Emails: at least 3 emails with 2,000+ impressions each
- E-Newsletters: at least 2 email newsletters with **14,000+ impressions** to parents, child care providers and community leaders each
- Social media: 6,000+ impressions per post, 400+ engagements per post
- Annual Report: 2,000+ impressions
- Funcheap SF ad: **15,000+ impressions**
- Past promotional partners: Eventbrite, ActivityHero, San Francisco Department of Children Youth & their Families, Golden Gate Mothers Group, San Francisco Unified School District, Funcheapsf.org
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Marquee Sponsor $10,000</th>
<th>Main Stage Sponsor $5,000</th>
<th>Nutrition Sponsor $2,500</th>
<th>Literacy Sponsor $2,500</th>
<th>Booth Sponsor $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Poster</td>
<td>Logo listing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Emails</td>
<td>Premiere logo listing</td>
<td>Feature logo listing</td>
<td>Logo listing</td>
<td>Name listing</td>
</tr>
<tr>
<td>Event Signage</td>
<td>Marquee logo listing @ entrance</td>
<td>Featured logo listing @ main stage</td>
<td>Logo listing @ produce give-away station</td>
<td>Log listing @ book give-away station</td>
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<tr>
<td>Website</td>
<td>Premiere logo listing</td>
<td>Feature logo listing</td>
<td>Logo listing</td>
<td>Logo listing</td>
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<tr>
<td>Annual Report</td>
<td>Featured listing</td>
<td>Name listing</td>
<td>Name listing</td>
<td>Name listing</td>
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<tr>
<td>Dedicated company exhibit table</td>
<td>Prominent location</td>
<td>Featured location</td>
<td>Noted location</td>
<td>Noted location</td>
</tr>
<tr>
<td>Opportunities for your employees to volunteer</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity to donate goodie bag items</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## Important Dates

- **7/31/19**: Deadline for listing on event poster and in first round of email promotions
- **8/28/19**: Deadline for listing in second round of email promotions
- **9/6/19**: Deadline for listing in day-of event signage

Please contact April Homan with questions or to sponsor at ahoman@childrenscouncil.org or 415.343.3390.
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**CONTACT INFORMATION**

COMPANY NAME (AS YOU WOULD LIKE IT TO BE LISTED):

________________________________________________________________________

CONTACT NAME: ___________________________________________________________

STREET: __________________________________________________________________

CITY: ____________________________________________________________________

STATE: _______________ ZIP: ________________

PHONE: _________________________________________________________________

EMAIL: ____________________________

**SPONSORSHIP LEVELS**

☐ $10,000 Marquee Sponsor

☐ $5,000 Main Stage Sponsor

☐ $2,500 Nutrition Sponsor

☐ $2,500 Literacy Sponsor

☐ $1,000 Booth Sponsor

**PAYMENT INFORMATION**

☐ I have enclosed a check payable to Children’s Council

☐ Please charge my credit card:

Circle one: Visa / MC / AMEX / Discover

Name on Card: ____________________________________________________________

Card Number: ____________________________________________________________

Expiration Date: __________ Security Code: __________

Please send your high-res color logo (.eps or vector preferred) to ahoman@childrenscouncil.org by

7/31/19 To be included on event poster and in first round of email promotions

8/28/19 To be included in second round of email promotions

9/6/19 To be included in day-of event signage