



## Sponsorship Package Highlights

**SOLD!**

### **Marquee Sponsorship** *Taylor Drew* PRODUCTIONS

- Branded ownership of the Registration Desk area, including a Presentation Stage for scheduled entertainment and delegate addresses
- Sponsorship of the conference Delegate Bags
- Presenting Sponsor profile and delivery of opening remarks at the first-ever KidScreen Awards
- Co-hosting profile and delivery of welcome toast at the KidScreen Awards Winners Dinner

### **Lounge Sponsorship**

- Sponsorship of the Delegate Lounge
- Sponsorship of the ever-popular Kid Insight track, including delivery of opening remarks
- Front cover of the conference Delegate Book

### **Platinum Sponsorships (2 available)**

- Sponsorship of the “30 Minutes With...” series
- Co-hosting profile at a private learning lunch for up to 100 broadcast executives, including delivery of opening remarks

**OR**

- Sponsorship of the brand-new Summit Screening Suite (an exclusive lounge where broadcasters will be checking out shows and development projects for two days)
- Opportunity to broadcast a promo reel on the default TV channel in all Hilton NY hotel rooms

### **Digital Media Sponsorship (1 available)**

- Branded sponsorship of all MyEvent activities (dashboard, delegate messages and email notifications, confirmation emails from KidScreen Summit)
- Branded sponsorship of conference email terminals in Delegate Lounge, event WiFi service, iPhone and Blackberry MyEvent apps
- Opportunity to run a Twitter contest or online contest with KidScreen before and during the Summit

### **Gold Sponsorships (2 available)**

- Sponsorship of delegate water bottles and strategically placed water coolers for refilling

**OR**

- Sponsorship of “Speed Pitching” and “Speed Networking” sessions

### **Keynote Sponsorship (1 available)**

- Opportunity to introduce the keynote speaker, thank him/her with a gift after the presentation, and host an invite-only drinks with the speaker for 10 guests of your choosing

### **Silver Sponsorships (10 available)**

- Sponsorship of a breakfast, lunch, day of breaks, the workshop series, the VIP Leaders Breakfast series or the coffee station

KidScreen Summit is renowned as the kids entertainment industry's most important annual event. In 2009, the conference welcomed 1400+ attendees from 40 countries, with a record-setting 60% of delegates hailing from outside of the US. Top decision- and deal-makers in the kids business attend KidScreen Summit to engage in critical dialogue on issues that affect the industry; take advantage of some of the year's best networking opportunities; recognize and understand current market needs, opportunities and challenges; learn more about key innovators and their visions; and find and share ideas that will drive their businesses forward.

## Why sponsor? (Key benefits)

- To generate new business and revenue opportunities
- To reach all of the industry's decision-makers gathered in one place
- To enhance corporate profile and position your company as an industry leader
- To launch new companies, products or services on a grand stage
- To broaden your exposure to new clients and partners from around the world
- To show support for your industry and help facilitate one-of-a-kind networking and information-sharing opportunities
- To take advantage of special promotional opportunities available only to sponsors
- To have the cachet of being a sponsor of the kids entertainment industry's most important calendar event!

## Who attends?

- TV Programming, Acquisitions and Development Executives
- Producers and Creators
- Distributors
- Retailers
- Licensors & Licensees
- Marketers
- Digital Media Content Creators and Distributors

## 2009 Statistics

- 1400+ delegates
- More than 725 companies represented
- Attendees from 40 countries
- 125 riveting speakers
- 300+ kids TV buyers and investors



**SOLD!**

## Marquee Sponsorship **\$49,995**

**Taylor Drew**  
PRODUCTIONS

### Core elements:

- Sponsorship of the Registration Desk/Help Desk, the first point of entry for all delegates and the central hub connecting all rooms that make up the conference space at the Hilton (includes the opportunity to provide a banner to be hung across the Registration Desk, and two (2) flat-screen TVs on either side of the Registration Desk to broadcast looping program promos)
- Sponsorship of the Delegate Bags (KidScreen chooses and prepares the bags with your logo)
- Opportunity to erect a presentation stage near the Registration Desk/Help Desk from which to address and/or entertain delegates
- Presenting Sponsorship of the inaugural KidScreen Awards and opportunity to deliver two-minute opening remarks at the ceremony
- Co-hosting profile at the KidScreen Awards Winners Dinner and opportunity to deliver two-minute welcome toast
- Opportunity to sponsor two (2) conference sessions or a track

### Extra value:

- Two-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2010 issue of *KidScreen*
- Full-page 4/C advertisement in the February/March 2010 issue of *KidScreen*
- Opportunity to provide one (1) Delegate Bag insert
- VIP meeting table (seats 4 to 6, hosted by greeters)
- Opportunity to hang one (1) banner in the Registration Desk/Help Desk area
- Eight (8) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Premium logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.
- Top leaderboard advertising position on Kidscreen.com for four (4) weeks—to be scheduled sometime between January 4 and February 26, based on availability on a first-come, first-served basis



## Lounge Sponsorship

### \$39,995

#### Core elements:

- Sponsorship of the Delegate Lounge
- Sponsorship of the Kid Insight track and opportunity to deliver a two-minute content-appropriate introduction before the first session
- Front cover of the conference Delegate Book

#### Extra value:

- Two-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2010 issue of *KidScreen*
- Full-page 4/C advertisement in the February/March 2010 issue of *KidScreen*
- Opportunity to provide one (1) Delegate Bag insert
- VIP meeting table (seats 4 to 6, hosted by greeters)
- Eight (8) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Premium logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.



## Platinum Sponsorships (2 available)

**\$33,995**

### Option 1 **Core elements:**

- Sponsorship of the “30 Minutes With...” series
- Sponsorship of a private lunch for up to 100 broadcast executives with guest speaker, and opportunity to deliver a welcome/intro address

### Option 2 **Core elements:**

- Sponsorship of the Summit Screening Room
- Opportunity to broadcast a program promo on the “dark channel” (the default channel when the TV is turned on) for eight hours a day in all Hilton NY guest rooms during the three-day conference (Note: Content must be pre-approved by the hotel before it’s broadcast.)

### **Extra value:**

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2010 or February/March 2010 issue of *KidScreen*
- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to hang one (1) banner in the meeting area of the Delegate Lounge
- Six (6) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Premium logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.
- Skyscraper advertising position on Kidscreen.com for three (3) weeks—to be scheduled sometime between January 4 and February 26, based on availability on a first-come, first-served basis



## Digital Media Sponsorship (1 available)

**\$33,995**

### Core elements:

- 360-degree sponsorship of MyEvent, the proprietary event management platform that all KidScreen Summit delegates use to set up meetings, manage their schedules and follow up after the event. To include:
  - Prominent “Powered By...” logo representation on all MyEvent messages exchanged between delegates and the message notifications sent to their email accounts (30,000 last year)
  - Prominent “Powered By...” logo representation on all confirmation emails sent to delegates by KidScreen Summit (12,000 last year)
  - Prominent “Powered By...” logo representation on the MyEvent dashboard (320,894 page views last year)
- Sponsorship of six (6) conference email terminals in the Delegate Lounge (could include custom screen frames, mouse pads and splash screen)
- Sponsorship of conference WiFi service (includes splash screen on login page and “Powered By...” logo representation on a login instructions card given to all delegates when they check in at the Registration Desk)
- Sponsorship of KidScreen’s iPhone and Blackberry MyEvent apps
- Opportunity to run a Twitter contest or other online contest with KidScreen before and during the Summit

### Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2010 or February/March 2010 issue of *KidScreen*
- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to sponsor two (2) conference sessions or a track (on a first-come, first-served basis; Kid Insight track is unavailable)
- Six (6) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Premium logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.



## Gold Sponsorships (2 available)

### \$27,995

#### Option 1 (Green Package)

##### Core elements:

- Sponsorship of water bottles to be distributed to all delegates as a Delegate Bag insert
- Sponsorship of strategically placed water coolers for bottle refilling (includes wrap-around branding of the coolers, plus sponsor mention as part of on-site messaging to encourage bottle usage at check-in and in pre-session housekeeping notes)

#### Option 2 (Connection Package)

##### Core elements:

- Sponsorship of “Speed Pitching” (includes “Sponsored By...” logo representation on table signs at the sessions, all directional signage, session description in conference Delegate Book and online)
- Sponsorship of “Speed Networking” (includes “Sponsored By...” logo representation on all directional signage, session description in conference Delegate Book and online)

##### Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2010 or February/March 2010 issue of *KidScreen*
- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to hang one (1) banner in the meeting area of the Delegate Lounge
- Four (4) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Premium logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.
- 2-unit advertising position on Kidscreen.com for four (4) weeks—to be scheduled sometime between January 4 and February 26, based on availability on a first-come, first-served basis



## Keynote Sponsorship

### \$24,995

#### Core elements:

- Sponsorship of the keynote presentation and opportunity to deliver a two-minute welcome and intro address
- Opportunity to provide and present a gift to the keynote speaker at the close of the presentation
- Opportunity to host an invite-only drinks with the keynote speaker for 10 guests of your choosing after the presentation
- Prominent “Brought to you by...” logo representation on all promotional materials in support of the keynote presentation

#### Extra value:

- One-page sponsor profile in the conference Delegate Book
- Opportunity to provide one (1) Delegate Bag insert
- Four (4) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Premium logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.



## Silver Sponsorships (10 available)

### \$19,995

#### Core element:

- Sponsorship of one of the following:
  - general breakfast (2 available)
  - a general lunch (2 available)
  - a day of breaks (3 available)
  - the Workshop series (1 available)
  - the VIP Leaders Breakfast series (1 available)
  - the coffee station (a grandfathered opportunity)

#### Extra value:

- Half-page sponsor profile in the conference Delegate Book
- Half-page 4/C advertisement in the January 2010 or February/March 2010 issue of *KidScreen*
- Opportunity to provide one (1) Delegate Bag insert
- Three (3) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Prominent logo exposure on all promotional material, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.
- 2-unit advertising position on Kidscreen.com for two (2) weeks—to be scheduled sometime between January 4 and February 26, based on availability on a first-come, first-served basis



## Exhibitor Sponsorships

**Standard Placement** (12 available) **\$9,995**

**Premium Placement** (4 available) **\$12,995**

### Core elements:

- 10' x 10' booth space (includes one table, two chairs and powercord)
- One (1) foam-core poster for the booth
- Participation in the Exhibitor Passport Contest offering delegates a chance to win a prize for visiting all the exhibitor booths

### Extra value:

- Half-page 4/C advertisement in conference Delegate Book
- Opportunity to provide one (1) Delegate Bag insert
- Two (2) general conference passes (workshops not included)
- Additional general conference passes at discounted rate of \$995 (workshops not included)
- Workshop passes at discounted rate of \$295
- Prominent logo exposure on all KidScreen Summit promotional materials, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.



## Meeting Tables (20 available)

**\$2,495**

### Elements:

- One (1) cocktail table with four chairs and laptop powercord
- Tabletop sign featuring company name and logo

**Note:** No additional signage or a/v equipment is permitted in the meeting table area. To explore sponsorship options that include these elements, please contact the KidScreen Sales Team at [sales@kidscreen.com](mailto:sales@kidscreen.com)

## KidScreen Awards Category Sponsorship (5 available)

**\$4,995**

### Core elements:

- Sponsorship of one of the following KidScreen Awards categories and opportunity to present the overall award in that category at the awards ceremony:
  - Preschool (0 to 5)
  - Kids (6 to 10)
  - Tweens/Teens (11 to 17)
  - Families
  - Creative Talent
- One (1) invitation to the KidScreen Awards Winners Dinner, seated at a table with two of the judges and the winners in the category sponsored
- Prominent logo exposure on all promotional materials for KidScreen Awards, to include website, advertising in *KidScreen* and other trades, direct e-marketing efforts, conference Delegate Book, press release announcing the winners, etc.



## À La Carte Options

### Lanyards and Badges

- exclusive ownership of the lanyards and bottom extension of the name badge holders **\$12,995**

### Sponsorship of Hotel Room Key Cards

- given to all guests in the hotel over the course of the Summit **\$9,995**

### Sponsorship of Speaker Gifts

- speaker gifts supplied by the sponsor **\$2,495**

### Seat Drop

- distribution of a promotional item or printed material on all seats in a specific conference session **\$1,995**

### Delegate Bag insert

**\$2,495** (additional item **\$1,495**)

### One-Sheet Distribution Bin

- distribution of a promotional printed material in dedicated bins placed around the Registration Area **\$995**

### Sponsorship of On-Site Massage

- KidScreen will recruit an RMT to provide drop-in chair massages for conference delegates; sponsorship will include pre-event marketing and logo representation on signage highlighting the service on-site and in the conference Delegate Book, and on the T-shirt the RMT will wear at the event **\$7,495**

### End-of-Summit Prize Sponsorship

- sponsor will provide and present a prize to a winner drawn from business card collection during the event **\$1,495**

### TV Screens

- plasma or LCD flat-screen TVs in Registration Area running sponsor's program promos  
**\$9,995** (plasma)  
**\$4,995** (LCD)

### Sponsorship of Pitch It!

- sponsor will deliver a two-minute content-appropriate introduction to the session, as well as providing and presenting a development funding prize to the winning pitch **\$4,995**

**kidScreen**  
**SUMMIT™**

February 10-12, 2010 • Hilton NY, New York



## Sponsorship Menu

**Get in touch to discuss  
sponsorship opportunities today!**

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Where the kids business connects