



2011 Sponsorship Menu

High-profile opportunities still available...

Lounge Package

- Sponsorship of the Delegates Lounge, including the opportunity to provide a branded central Meeting Point where attendees can connect for scheduled meetings
- Front cover of the Conference Delegate Book

Platinum Packages

- Sponsorship of the “30 Minutes With...” series + Hotel Room Key Cards
- OR**
- Host a private breakfast, lunch or cocktail party, cherry-picking from the KidScreen Summit delegate list
- OR**
- Sponsorship of the Summit Screening Suite, an exclusive lounge where buyers can check out shows and development projects for the duration of the event
- OR**
- **BRAND-NEW!** Set your team up to operate more effectively in one of four 20' x 30' stands available in the Delegates Lounge for the first time ever

Digital Media Package

- Branded sponsorship of all MyEvent activities (dashboard, delegate messages and email notifications, confirmation emails from KidScreen Summit), conference email terminals, event WiFi service, iPhone and Blackberry MyEvent apps

Gold Packages

- Sponsorship of the Kick-off Keynote—intro the speaker, thank him/her with a gift, and host an invite-only breakfast/lunch for the speaker and 10 guests
- OR**
- Sponsorship of the Coffee Station, a high-traffic spot in the Delegates Lounge where attendees will go repeatedly to recaffeinate during the event

Silver Packages

- Sponsorship of Speed Pitching; an all-delegates breakfast, lunch or day of breaks; or the Master Class series



2011 Sponsorship Menu

About the event...

KidScreen Summit is renowned as the kids entertainment industry's most important annual event. In 2010, the conference welcomed almost 1,500 attendees from 63 countries, with a record-setting 63% 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 share ideas that will drive their businesses forward.

Why sponsor?

- 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

2010 Statistics

- Nearly 1,500 delegates
- More than 800 companies represented
- Attendees from 63 countries
- 150 riveting speakers
- 350+ kids content buyers & investors



2011 Sponsorship Menu

Marquee Package – **SOLD!** 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 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)
- Presenting Sponsorship of the 2nd Annual KidScreen Awards and opportunity to deliver two-minute opening remarks at the presentation event
- Co-hosting profile at the KidScreen Awards Winners Lunch and opportunity to deliver two-minute welcome toast
- Opportunity to sponsor two (2) conference sessions or a track (on a first come, first served basis; Kid Insight track is unavailable)
- 20' x 10' booth space in the Exhibitors Hall

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 February/March 2010 issue of KidScreen
- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to hang one (1) banner in Registration Desk/Help Desk area
- Eight (8) general conference passes (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- Premium logo exposure on all promotional material, to include website, advertising in KidScreen and other trades, direct e-marketing efforts, Conference Delegate Book, etc.



2011 Sponsorship Menu

Lounge Package \$49,995

Core elements:

- Sponsorship of the Delegates Lounge
- Opportunity to provide a branded central Meeting Point where attendees will connect for scheduled meetings
- Opportunity to set up a high-profile branded meeting space in the Delegates Lounge for your team to use exclusively for the duration of the event
- 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 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
- Eight (8) general conference passes (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- Premium logo exposure on all promotional material, to include website, advertising in KidScreen and other trades, direct e-marketing efforts, Conference Delegate Book, etc.



KidScreen SUMMIT™

February 15-18, 2011 • Hilton NY, New York

More business...More learning...More fun!

Now
4 days!

2011 Sponsorship Menu

Platinum Packages \$33,995 each

Option 1 Core elements:

- Sponsorship of the “30 Minutes With...” series
- Opportunity to sponsor and brand the Hotel Room Key Cards given to all guests in the hotel during the Summit

Option 2 Core elements:

- Opportunity to host a private breakfast, lunch or cocktail party at the Hilton during the Summit
- Cherry-pick your guests from the event’s delegate list, and KidScreen Events will provide invitation and RSVP management services

Option 3 Core elements:

- Opportunity to sponsor and brand the KidScreen Connect Screening Suite, an exclusive lounge where buyers can check out shows and development projects for the duration of the event
- 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 guest rooms during the three-day conference (Note: Content must be pre-approved by the hotel before broadcast.)

Option 4 Core elements:

- Opportunity to erect a higher-profile, bigger-footprint stand in the Delegates Lounge
Only four available!

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 distribute a program one-sheet on a dedicated wall in the center of the Delegates Lounge
- Opportunity to hang one (1) banner in the meeting area of the Delegates Lounge
- Six (6) general conference passes (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- 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 or Rectangle advertising position on Kidscreen.com for three (3) weeks—to be scheduled sometime between January 4 and February 26 as determined by client



2011 Sponsorship Menu

Digital Media Package \$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 (36,000 last year)
 - Prominent “Powered By...” logo representation on all confirmation emails sent to delegates by KidScreen Summit (1,500 last year)
 - Prominent “Powered By...” logo representation on the MyEvent dashboard (476,000 page views last year)
- Sponsorship of six (6) conference email terminals in the Delegates Lounge (could include custom screen frames, mouse pads and splash screen)
- Sponsorship of conference WiFi service (includes splash screen on login page and a “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

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 (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- Premium logo exposure on all promotional material, to include website, advertising in KidScreen and other trades, direct e-marketing efforts, Conference Delegate Book, etc.



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Now 4 days!

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Gold Packages \$27,995 each

Green Package

Core elements: – SOLD! 

- Sponsorship of water bottles to be distributed to all attendees as a Delegate Bag insert
- Sponsorship of strategically placed water coolers for bottle refilling

Keynote Package

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 breakfast or lunch for the keynote speaker and 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

Energy Package

Core elements:

- Opportunity to brand the KidScreen Summit Coffee Station, a central spot in the Delegates Lounge where attendees can go to recaffeinate anytime during the event

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 Delegates Lounge
- Four (4) general conference passes (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- 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 as determined by client



2011 Sponsorship Menu

Silver Packages \$19,995 each

Option 1 Core elements:

- Sponsorship of an all-delegates breakfast (3 available), an all-delegates lunch (3 available), a day of breaks (3 available), the workshop series (1 available) or the VIP Leaders Breakfast series (1 available)

Option 2 Core elements:

- Sponsorship of Speed Pitching (includes “Sponsored By...” logo representation on table signs at the sessions, all directional signage, session description in Delegate Book and online)
- Opportunity to provide a branded gift of thanks to the broadcaster hosts of these high-profile sessions

Extra value:

- Half-page sponsor profile in the Conference Delegate Book
- Half-page 4/C ad in January 2010 or February/March 2010 issue of KidScreen
- Opportunity to provide one (1) Delegate Bag insert
- Three (3) general conference passes (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- 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 as determined by client



2011 Sponsorship Menu

Exhibitor Packages \$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 (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate of \$695
- 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 \$2,995

Elements:

- One (1) cocktail table with four chairs and laptop power cord
- Tabletop sign featuring company name and logo
- Choice of table location to be determined on a first booked, first served basis

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



2011 Sponsorship Menu

KidScreen Awards Category Sponsorship \$4,995

Core elements:

- Sponsorship of one of the following KidScreen Awards categories and opportunity to co-present the awards in the category at the awards presentation event:

Programming Categories

- Preschool (0 to 5)
- Kids (6 to 10)
- Tweens/Teens (11 to 17)
- Families
- Creative Talent
- Viewers Choice

Broadcasting Categories

- Channel of the Year
- Best Channel ID
- Best Promotion
- Best Channel Website
- Best On-Air Host

- One (1) invitation to the KidScreen Awards Winners Lunch, seated at a table with two of the judges and the winners in the category sponsored
- Prominent logo exposure on all promotional materials for the KidScreen Awards, to include website, advertising in KidScreen and other trades, direct e-marketing efforts, Conference Delegate Book, press release announcing the winners, the big screen at the presentation event, etc.



2011 Sponsorship Menu

À La Carte Options

Lanyards and Badges

- exclusive branding of the lanyards and bottom extension of the badge holders

\$15,995

Sponsorship of the Speaker Gifts

- thank-you gifts supplied by the sponsor and given to our 150+ speakers

\$2,495

Seat Drop

- distribution of a promotional item or program one-sheet on all seats in a specific conference session

\$1,995

Delegate Bag Insert

\$2,495 (additional items \$1,495)

One-Sheet Distribution

- distribution of a program one-sheet on a dedicated wall in the center of the Delegates Lounge

\$995

End-of-Summit Prize Sponsorship

- sponsor will provide and present a prize to a winner drawn from business card collection during the event

\$1,995

TV Screens

- plasma or LCD flat-screen TVs in Registration Area running program promos

\$9,995 (plasma)

\$4,995 (LCD)



2011 Sponsorship Menu

Don't see anything here that works for you? Not to worry! We're wide open to new ideas for helping you promote your brand and company at the event. And we also love to customize packages to fit client goals perfectly.

Get in touch and to discuss these opportunities and much more!

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