



Sponsorship Menu

About the event...

Kidscreen Summit is renowned as the kids entertainment industry's most important annual event. In 2011, the conference welcomed nearly 1,600 attendees from 42 countries, with a record-setting 68% of delegates hailing from outside of the US. The group included more than 300 kids TV buyers, and roughly 875 kids content producers and distributors. 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?

- 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

2011 Statistics

- Nearly 1,600 delegates
- Attendees from 42 countries
- 125 riveting speakers
- 300+ kids TV buyers
- 875+ producers & distributors



Presenting Sponsorship **AVAILABLE FOR THE FIRST TIME EVER!** **\$69,995**

Core elements:

“Presented in partnership with...” corporate logo representation built into the Kidscreen Summit logo banner, which appears at the top of every piece of marketing and delegate communication that goes out before Kidscreen Summit, and on all signage and attendee materials at the event. Last year, that mix included:

- 20 print ads in *Kidscreen* and other industry publications
- 45 email blasts, each one reaching 20,000 kids entertainment executives
- 10 Delegate News Bulletins sent to all registered attendees
- 98,000 impressions generated by online advertising on Kidscreen Daily and Kidscreen.com
- significant additional reach through banners and skyscrapers on other web-based industry platforms and newsletters
- front cover of the conference Delegate Book, 100 informational signs at the event, every powerpoint slide running in between conference sessions
- Same “Presented in partnership with...” logo representation on all marketing in support of the 3rd annual Kidscreen Awards, which will again include Programming and Broadcasting Categories
- Co-hosting profile and opportunity to deliver two minutes of opening remarks at both the Kidscreen Awards Presentation Event and Kidscreen Awards Winners Lunch during Kidscreen Summit
- Exclusive branding of our auxiliary meeting space at Kidscreen Summit, including the opportunity to set up a high-profile branded booth or meeting space for your team to use exclusively for the duration of the event
- Opportunity to sponsor a track of conference content (other than the Kid Insight Day, on a first-come, first-served basis)

Extra value:

- Two-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2012 issue of *Kidscreen*
- Full-page 4/C advertisement in February/March 2012 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 TBD
- iKids passes at discounted rate TBD



Delegate Lounge Sponsorship \$49,995

Core elements:

- Sponsorship of the Delegate Lounge
- Opportunity to provide a branded central Meeting Point where attendees will be encouraged to connect for scheduled meetings
- Opportunity to set up a high-profile branded booth or meeting space for your team to use exclusively for the duration of the event
- Sponsorship of the Kid Insight Day 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 2012 issue of *Kidscreen*
- Full-page 4/C advertisement in the February/March 2012 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 TBD
- iKids passes at discounted rate TBD
- 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 Sponsorship \$36,995

Option 1 30 Minutes With... Package

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

Option 2 Screening Suite Package

- Opportunity to sponsor and brand the Kidscreen Connect Screening Suite, an exclusive lounge where buyers can screen shows and development projects for the duration of the event
- Ability to host a small wine + beer reception for 10 invited guests in this space on three evenings during the event

Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2012 or February/March 2012 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to hang one (1) banner in the non-sponsored side of the Delegate 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 TBD
- iKids passes at discounted rate TBD
- Premium logo exposure on all promotional material, to include website, advertising in *Kidscreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.



Digital Media Sponsorship \$33,995

Option 1 Access Package

- 360-degree sponsorship of MyEvent, the online platform all Kidscreen Summit delegates use to message each other, set up meetings, manage their schedules and follow up after the event
- Prominent "Powered by..." corporate logo representation on:
- All MyEvent messages exchanged between delegates and the message notifications sent to their email accounts (36,000 in 2010)
- The MyEvent dashboard (which generated 476,000 page views in 2010)
- Sponsorship of six (6) email terminals in the Delegate Lounge (could include custom mouse pads, splash screen, etc.)
- Sponsorship of the conference WiFi service (includes customized password, and "Powered by..." logo representation on a login instructions card given to all delegates as they check in)
- Sponsorship of Kidscreen's iPhone and Blackberry apps during the event

Option 2 Agenda Package

- Opportunity to sponsor and brand two large-scale HD screens that will broadcast the daily conference agendas to delegates, looping with your short show reels

Option 3 Elevator Package

- Opportunity to run your show reels continuously on the screens in all hotel elevators during the event

Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2012 or February/March 2012 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Opportunity to sponsor two (2) conference sessions or a track of conference content (other than the Kid Insight Day, on a first-come, first-served basis)
- 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 TBD
- iKids passes at discounted rate TBD
- 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 Sponsorship \$27,995

Option 1 Green Package

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

Option 2 Keynote Package

- 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, lunch or cocktail for the speaker and 10 guests of your choosing on the day of the keynote (which reception option will depend on the speaker's availability)
- Prominent "Brought to you by..." logo representation on all promotional materials in support of the keynote presentation

Option 3 Private Event Package

- Opportunity to host a private breakfast, lunch or cocktail party for up to 100 guests on-site during the Summit
- Cherry-pick your guests from the event's delegate list, and Kidscreen Events will provide invitation and RSVP management services

Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the January 2012 or February/March 2012 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 (Master Classes not included)
- Additional general conference passes at discounted rate of \$1,295 (Master Classes not included)
- Master Class passes at discounted rate TBD
- iKids passes at discounted rate TBD
- 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 Sponsorship \$19,995

Option 1 Speed Pitching Package

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

Option 2 Energy Package

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

Option 3 Meal Package

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

Extra value:

- Half-page sponsor profile in the conference Delegate Book
- Half-page 4/C ad in January 2012 or February/March 2012 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 TBD
- iKids passes at discounted rate TBD
- Premium logo exposure on all promotional material, to include website, advertising in *Kidscreen* and other trades, direct e-marketing efforts, conference Delegate Book, etc.



Exhibitor Sponsorship

\$12,995

Core elements:

- 10' x 10' booth space (includes one table, two chairs and a 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 the 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 TBD
- iKids passes at discounted rate TBD

Meeting Tables

\$2,995

Elements:

- One (1) cocktail table with four chairs and a power cord
- Tabletop sign featuring your company's 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.



Kidscreen Awards Sponsorship

Channel of the Year Category
\$9,995

Other Broadcasting Categories

Best Channel Design

Best Channel Website

Best On-Air Host(s)

Best Interstitial Series

Best Integrated Promotion

\$4,995 each

Programming Categories

Preschool (0-5)

Kids (6-10)

Tweens/Teens (11-17)

Creative Talent

Viewers Choice

\$4,995 each

Elements:

- Opportunity to present the awards associated with any one of these categories at the Kidscreen Awards Presentation Event held during Kidscreen Summit
- One (1) invitation to the Kidscreen Awards Winners Lunch, seated at a table with judges (where applicable) and 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, the Presentation Event program, press release announcing the winners, the big screen at the presentation event, etc.



À La Carte Options

Bar Reception + Branded Drink

- Host a small reception in a private area of the hotel bar for an hour at the end of one of the event days
- PLUS the bar will concoct a signature drink inspired by your brand or property (along the lines of last year's Silly Spongebob martini), to be advertised and served to other bar patrons on the night of your reception

\$9,995

Dessert Table

- Sponsorship of a dessert buffet service during all three lunches at the event, with an opportunity to provide promotional tabletop signage

\$7,495

Hotel Room Drop/Door Hang

- distribution of one pre-assembled promotional item or one-sheet in Kidscreen Summit guest rooms

OR

- placement of one promotional door-hanger on the door handles of Kidscreen Summit guest rooms

\$3,995

Delegate Bag Insert

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

Seat Drop

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

\$1,995

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

One-Sheet Distribution Bin

- distribution of a program one-sheet on a dedicated bin wall positioned centrally in the Delegates Lounge

\$995



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 TO DISCUSS THESE OPTIONS AND MUCH MORE!

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