

Sponsorship Benefits

Deadline: December 30, 2009



PARTNER.....\$300

- The Children's Expo will:
- Provide PREMIUM Exhibitor booth space*
 - Recognize your business as a sponsor on a banner located at the Children's Expo registration table
 - Provide your business with an ad in 9,200 promotional brochures
 - Include your business logo on the cover of 300 on-site programs
 - Include your business logo on English- and Spanish-language promotional posters
 - Include your business name/logo in media promotions, including display ads in the *Herald-Times*, and news releases and PSAs to area print and electronic media
 - Include your business logo with link on our event and sponsorship Web pages
 - List your business name in the City of Bloomington Parks and Recreation's seasonal program guide
 - Provide your business with a framed event sponsor recognition certificate

CONTRIBUTOR.....\$150

- The Children's Expo will:
- Provide CHOICE Exhibitor booth space*
 - Include your business logo inside 300 on-site programs
 - Include your business logo on our sponsorship web page
 - List your business name in the City of Bloomington Parks and Recreation's seasonal program guide
 - Provide your business with an event sponsor recognition certificate

SUPPORTER.....\$50

- The Children's Expo will:
- Provide exhibitor booth space*
 - Include your business name inside 300 on-site programs
 - Include your business name on our sponsorship web page
 - List your business name in the City of Bloomington Parks and Recreation's seasonal program guide



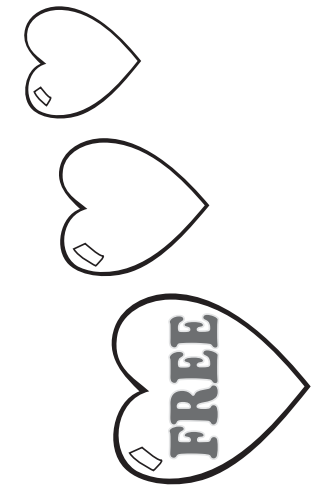
Sponsor Deadline: December 30, 2009

*Booth assignments will be determined on deadline date. Registrations received after December 30 will be placed in remaining booth spaces and may not appear in promotional brochures.

For more sponsorship information, or to become a Children's Expo sponsor, contact Kim Ecenbarger at 349-3739 or e-mail ecenbark@bloomington.in.gov.



Healthy Hearts & Valentines!



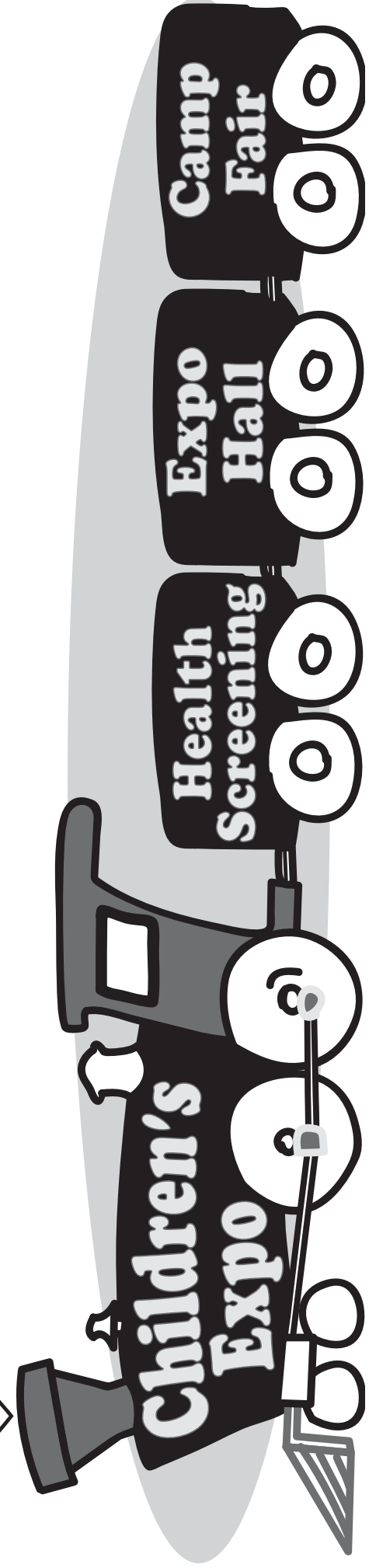
Presented by



CITY OF BLOOMINGTON
parks and recreation
community and family resources



Saturday, February 13 • 1 - 4 p.m.
Ivy Tech Main Campus, 200 Daniels Way



**Be a part of this year's Children's Expo.
Exhibit space and sponsorship opportunities now available!**



Featuring a Camp Fair, Expo Hall and health screenings - all FREE to children and families!

25th Annual Children's Expo

Healthy Hearts & Valentines!



Featuring a FREE performance by Bobbie Lancaster!

Bobbie Lancaster, aka Ms. Bobbie, has been a songwriter and folk musician for several years, but her own two children, and her venture as a preschool teacher, led her musical energy in a different direction. Ms. Bobbie writes intelligent kids' songs, many of which were based upon her lesson plans and tested in her classroom. The songs are so full of energy and fun that children don't know they are learning. Ms. Bobbie's preschool programs are all about sharing and kindness, while encouraging kids to dance, use their imaginations, move their bodies, and become a part of the show! Ms. Bobbie will perform on the Expo Hall stage from 1:45 - 3:45 p.m.

Proudly sponsored by
 **SCHOOL OF OPTOMETRY**
 INDIANA UNIVERSITY
 Bloomington

Be Our Valentine in the Expo Hall!

Booth space in the Children's Expo exhibit hall is eminently affordable, while the free entertainment and health screenings bring your target market—namely, children and families—right to your booth!

We'll turn the Student Commons at Ivy Tech into a happy, healthy, pink-and-red adventure with plenty to entice potential customers to visit with you. Exhibitors who wish to sell products and/or services on site at the Expo can do so simply by paying an additional \$50 vendor fee.

Admission to the Children's Expo is free, and we'll advertise the Expo all over Monroe County to be sure families plan to attend. You can help bring attendees to you during the Expo by offering an interactive activity to keep little ones engaged while you talk with their adults.

Playing Cupid is hard work, so we've planned an exhibitor break room stocked full of energizing, heart-healthy snacks to get you through the lovely day!



What else can you expect at the Children's Expo Healthy Hearts & Valentines?

Free immunizations for children ages 18 years and younger

Free health screenings for children ages 5 years and younger in the areas of

- vision
- hearing
- dental
- speech
- developmental
- scoliosis
- lead

Health screenings are staffed by qualified personnel who will answer questions and, if necessary, provide referrals.

The City of Bloomington is proud to present the annual Children's Expo

The City of Bloomington Parks and Recreation Department's team of highly competent, creative, and dedicated staff provides quality services, parks, trails, facilities and greenspace for the benefit of our community.

The City of Bloomington Community and Family Resources Department administers social services including youth and family resources, children's health care, family volunteer services, family resources for the Spanish-speaking community, and resources for people with disabilities.

Children's Expo

Exhibitor Registration Form & Sponsorship Form

Business Name: _____

Contact Person: _____ Phone: _____

Address: _____ Zip code: _____

E-mail: _____ Fax: _____

Note: Booth spaces are limited in number and will be sold on a first-come, first-served basis. Due to booth size constraints, the use of pop-up or canopy tents in booths is not permitted.

HEALTHY HEARTS & VALENTINES BOOTH INFORMATION

Booth spaces in the Children's Expo exhibit hall include one 8' table, two chairs, tablecloth and skirting.

Parents visiting the Expo Hall at Children's Expo typically bring one or more small children with them. Experience has shown that the most popular exhibitor booths offer an interactive component to keep little hands busy while vendors talk with parents. **We encourage all exhibitors to offer a children's activity.** Call Karen at 349-3746 for ideas or assistance in planning an interactive element in your Healthy Hearts & Valentines booth.

The use of pop-up or canopy tents in booths is not permitted. Children's Expo staff strongly discourages handing out candy. Food offered at exhibitor booths should be healthy and age-appropriate.

EXHIBITOR & CAMP FAIR SPACE: (DEADLINE: JANUARY 29)

- For-Profit Business.....\$25
- Not-for-Profit Business.....\$15
- For-Profit Camp.....\$25
- Not-for-Profit Camp.....\$15
- Vendor fee to sell products/services at a Children's Expo booth.....\$50

TOTAL EXHIBITOR & CAMP FAIR SPACE:
 \$ _____

For exhibitor information contact Karen Serfling at 349-3746 or serflink@bloomington.in.gov.

EXPO SPONSORSHIP: (DEADLINE: DECEMBER 30)

- See reverse for sponsorship benefits.
- **Partner**.....\$300
 - **Contributor**.....\$150
 - Supporter**.....\$50

****Please supply your business's logo. See logo requirements.** →

SPONSOR LOGO & AD REQUIREMENTS - Submit your company logo as an EPS, PDF or JPG file (300 dpi or higher). E-mail your 2½" x 4" Expo Program ad (Partner Sponsors only) or business logo (Partner and Contributor sponsors) to rameyj@bloomington.in.gov.

Sponsorship questions? Contact Kim Ecenbarger at 349-3739 or ecenbark@bloomington.in.gov.

Total Amount Due: \$ _____

Send completed registration form and booth payment (please make checks payable to Bloomington Community Park and Recreation Foundation) to: City of Bloomington Parks & Recreation, Attn: Karen Serfling, P.O. Box 848, Bloomington IN 47402.