

Camp Fair Partnership Agreement

Agreement of partnership for _____ for consideration by _____ and American Camp Association, Indiana entered into this ___ day of _____, 2004. The Fair will be held 10am-5pm, Feb. 26-27th, 2005 at Glendale Mall in Indianapolis.

Sponsor Benefits

As an organization providing sponsorship for the Indy's Child Magazine 16th Annual Camp and Enrichment Fair, sponsorship benefits include:

- Recognition of "American Camp Association, Indiana" as an official Indy's Child Magazine 16th Annual Camp and Enrichment Fair sponsor with the ACA logo on all onsite venue promotion.
- The ACA Indiana logo and website will be included in sponsor section on the Indy's Child Web site home page at <http://www.indyschild.com>. The logo will link to the ACA Indiana Web page www.acacamps.org/in.
- All banners, radio, television and print media will include ACA logo or spoken acknowledgement of "American Camp Association, Indiana" sponsorship for all sponsors.
- All forms mailed to exhibitors will note the "American Camp Association, Indiana" (with logo) as an official sponsor.
- ACA logo and website on 8 banners throughout Glendale Mall.
- ACA logo and website on the 4' x 8' sign located on Keystone and Rural St. in promotion of the camp fair.
- ACA logo and website on door pocket signs of entrances.
- Shared usage of stage and sound system at the fair. (Events will need to be mapped out before programs are printed).
- One full-page advertisement in Indy's Child Magazine for the Indy's Child Magazine 16th Annual Camp and Enrichment Fair will begin in November and will include logos for all media sponsors. Readership is 110,000 + each month.
- Allow ACA to publish 3 feature articles in Indy's Child, of not less than 1000 words with photos, subject to editorial approval, on relevant topics chosen by ACA, approved jointly. Each article will run consecutively beginning in December.
- 1/6 page color display ad, for 3 continuous insertions coinciding with the three feature articles.
- Over 30,000 flyers provided to schools two weeks in advance to be sent home with children. ACA Indiana logo and parent website will be included on flyers.
- Flyers will be distributed to local businesses promoting the Indy's Child Magazine 16th Annual Camp and Enrichment Fair and will include all sponsor ACA Indiana logo and parent website.
- In combination with the "American Camping Association, Indiana", advertisements and press releases will be provided to media lists, national press release organizations, etc. to promote the event. All press releases and promotions will include media sponsor logos or acknowledgement.
- In attendance to the camp fair, all sponsors will receive a booth and separate location within destination of the event separate from vendors to display any information they would like in accordance to promote their organization to families. (Please notify Indy's Child Magazine as to space needed). On site airing is welcomed.
- All attendee tote bags handed out at the Indy's Child Magazine 16th Annual Camp and Enrichment Fair will include ACA Indiana logo and parent website.
- Inclusion of ACA "Camp" publication and "ACA, Indiana Camp Directory", etc. into the attendee tote bags distributed at the Camp Fair.
- 16th Annual Camp Fair programs will include all media sponsor logos on the front and a description of choice on the front, inside page of the program.
- ACA Indiana logo included in the 2004 Camp Fair program in the sponsor section on the inside front page.

- Article of 1,000 word minimum, as provided by ACA, Indiana to be included in the 2004 Camp Fair program.
- ACA literature distributed at literature tables situated in prominent area of 2004 Camp Fair.

In exchange, ACA Indiana offers the following benefits:

- Two sets of labels (name and address only) for all accredited and affiliated camps for blind direct mail promotion (s) about Indy's Child Magazine 16th Annual Camp and Enrichment Fair. First set of labels is to a reserve a spot ahead of time or go online to download the forms to submit. The second is the final mailing of the forms.
- Two sets of labels (name and address only) for ACA Indiana's list of non-member prospects for blind direct mail promotion (s) about Indy's Child Magazine 16th Annual Camp and Enrichment Fair. First set of labels is to a reserve a spot ahead of time or go online to download the forms to submit. The second is the final mailing of the forms.
- Promotion of Indy's Child Magazine 16th Annual Camp and Enrichment Fair to ACA member camps in surrounding ACA sections via labels provided to Indy's Child approved mailing house, distribution through the section executive and/or direct to membership by individual section approval to be coordinated by ACA Indiana.
- Distribution of promotional materials for Indy's Child Magazine 16th Annual Camp and Enrichment Fair to ACA Indiana's list of non-member prospects in conjunction with quarterly mailing.
- Print full page black and white advertisement for Indy's Child Magazine 16th Annual Camp and Enrichment Fair in newsletter published in October and January.
- Print half page advertisement of Indy's Child Magazine 16th Annual Camp and Enrichment Fair in Winter Workshop conference promotional brochure.
- Indy's Child Magazine 16th Annual Camp and Enrichment Fair literature distributed at literature tables situated in prominent area of Winter Workshop.
- Banner ad for Indy's Child Magazine 16th Annual Camp and Enrichment Fair on ACA Indiana web page.
- Indy's Child Magazine 16th Annual Camp and Enrichment Fair information will be posted to the ACA national website calendar of camp fairs.
- Listing of Indy's Child Magazine 16th Annual Camp and Enrichment Fair in calendar diary section of print and online versions of newsletter, News In Brief.
- Distribution of approved press releases to ACA Indiana media list.
- ACA Indiana will invite it's members (individual and camp) to present performances or facilitate family activities on the stage- schedule of performances to be arranged by Indy's Child

All newsletters, e-mails and promotion should include contact information for Indy's Child Magazine c/o Lynette Rowland at 1901 Broad Ripple Ave. Indianapolis, IN 46220. Phone: 317-722-8500 Ext. 101 Fax: 317-722-8510 or E-mail: lynette@indyschild.com. Forms will be available online at www.indyschild.com

ACA Representative: _____ Date: _____

Signature: _____ Title: _____

Indy's Child Representative: _____ Date: _____

Signature: _____ Title: _____