



## Sponsorship Menu

### About the event...

Kidscreen Summit is renowned as the kids entertainment industry's most important annual event. In 2012, the conference welcomed nearly 1,600 attendees from 46 countries. The group included more than 350 kids TV buyers, and roughly 900 kids content producers and distributors. Top executives 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!

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### Who attends?

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

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### 2012 Statistics

- Nearly 1,600 delegates
- Attendees from 46 countries
- 98% plan to attend again
- 98% would recommend the event to colleagues
- 350+ kids TV buyers
- 900+ producers & distributors



## Presenting Sponsorship \$69,995

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### 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
  - More than 100,000 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 Reception 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)
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### Extra value:

- Two-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in February/March 2013 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Eight (8) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$450



## Delegate Lounge Sponsorship

### \$49,995

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#### Core elements:

- Sponsorship of the Delegate Lounge
  - 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
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#### Extra value:

- Two-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2013 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Eight (8) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$450
- 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

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### 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

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### 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
- Opportunity to set up a meeting area in the space that your team can use exclusively during the event
- Ability to host a small wine + beer reception for 10 invited guests in this space on three evenings during the event

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### Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2013 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Six (6) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate \$150
- iKids passes at discounted rate \$450
- 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

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### Option 1 Access Package

- 360-degree sponsorship of kidscreenXchange, 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 kidscreenXchange messages exchanged between delegates and the message notifications sent to their email accounts (20,000 in 2012)
  - The kidscreenXchange dashboard (which generated 300,000 page views in 2012)
- 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

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### 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

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### Option 3 Elevator Package

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

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### Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2013 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 (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$450
- 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

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### 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

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### 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

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### 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

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### Extra value:

- One-page sponsor profile in the conference Delegate Book
- Full-page 4/C advertisement in the February/March 2013 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Four (4) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$450
- 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™

The year's biggest kids entertainment event

February 5-8, 2013 • Hilton NY, New York

## Silver Sponsorship \$19,995

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### Option 1 Meeting Suite Package

- Your team will have exclusive access to brand and host meetings in a private business suite just one floor above the Delegate Lounge

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### Option 2 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

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### Option 3 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

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### Option 4 Meal Package

- Sponsorship of an all-delegates breakfast (3 available) or lunch (3 available)

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### Extra value:

- Half-page sponsor profile in the conference Delegate Book
- Half-page 4/C ad in the February/March 2013 issue of *Kidscreen*
- Opportunity to provide one (1) Delegate Bag insert
- Three (3) general conference passes (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate \$150
- iKids passes at discounted rate \$450
- 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 Booths

# \$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 of 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 (iKids and Master Classes not included)
- Additional general conference passes at discounted rate of \$1,350 (iKids and Master Classes not included)
- Master Class passes at discounted rate of \$150
- iKids passes at discounted rate of \$450

## Meeting Suites

# \$9,995

- Your team will have exclusive access to brand and host meetings in a private business suite just one floor above the Delegate Lounge for the duration of the event

## Meeting Tables

# \$3,495

### 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](mailto:sales@kidscreen.com).



## Kidscreen Awards Sponsorship

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**Channel of the Year Category**  
**\$9,995**

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### **Other Broadcasting Categories**

**Best Channel Design**

**Best Channel Website**

**Best On-Air Host(s)**

**Best Interstitial Series**

**Best Integrated Promotion**

**\$1,995 each**

**\$6,995 for all five**

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### **Programming Categories**

**Preschool (0-5)**

**Kids (6-10)**

**Tweens/Teens (11-17)**

**Creative Talent**

**Viewers Choice**

**\$1,995 each**

**\$6,995 for all five**

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### **Elements:**

- Opportunity to present the awards associated with any one of these categories at the Kidscreen Awards Presentation Event held during Kidscreen Summit
- Two (2) invitations to the Kidscreen Awards Winners Reception, 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

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### 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 the popular Silly SpongeBob martini), to be advertised and served to all bar patrons on the night of your reception

**\$9,995**

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### 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**

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### Hilton 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**

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### Delegate Bag Insert

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

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### Seat Drop

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

**\$1,995**

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### End-of-Summit Prize Sponsorship

- Sponsor will provide and present a prize to a winner drawn from business cards collected during the event

**\$1,995**

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### One-Sheet Distribution Bin

- Distribution of a program one-sheet on a dedicated bin wall positioned centrally in the Delegate 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 that fit client goals perfectly.

## **GET IN TOUCH TO DISCUSS THESE OPTIONS AND MUCH MORE!**

**Myles Hobbs**

416-408-2300 x492

[mhobbs@brunico.com](mailto:mhobbs@brunico.com)

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**Jonathan Abraham**

416-408-2300 x295

[jabraham@brunico.com](mailto:jabraham@brunico.com)

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**Nathaniel Martin**

416-408-2300 x446

[nmartin@brunico.com](mailto:nmartin@brunico.com)