

# THE RETURN OF SUPERKIDS EXPO 2012

## Coming in April

For camps, schools, extra-curricular programs and anyone else who works with kids, Yellow Scene Magazine's fourth annual SuperKids Expo is a can't-miss opportunity. In 2012, we're headed to Broomfield for our new expo location at the Flatirons Crossing Mall!

Reach North Metro parents to educate them about your programs and products while the kids participate in all sorts of activities including a Kids Battle of the Bands, a rock wall and bounce house, face painting, a petting zoo, a hula hoop contest and dozens of other games and activities.

This is a day of free family fun and an opportunity to win over parents and kids alike to your business.



### Sponsorship Levels

#### Varsity Sponsor \$3,500

Your logo on all marketing materials including:

- Banners at Flatiron Crossing and various locations throughout the county
- 2 SuperKids Expo ads in Yellow Scene Magazine
- 500 posters distributed throughout the area

You'll also receive:

- 10,000 flyers to be distributed at schools, sports clubs and high-traffic locations
- 1,000 pieces of your own marketing material to be inserted in festival bags that are handed out at the event. Printing available at 20¢ per sheet.
- 6 e-blasts to more than 8,000 opt-in names
- 1/3 page ad to be in a Yellow Scene issue of your choice
- Live link to your website from our event website
- Online newsletter banner ad for one month
- Booth at the event
- Stage recognition

#### Junior Varsity Sponsor \$2,000

Your logo on marketing materials including:

- 2 SuperKids Expo ads in Yellow Scene Magazine
- 1,000 posters distributed throughout the area

You'll also receive:

- 10,000 flyers to be distributed at schools, sports clubs and high-traffic locations
- 1/6 page ad to be in a Yellow Scene issue of your choice
- 1,000 pieces of your own marketing material to be inserted in festival bags that are handed out at the event. Printing available at 20¢ per sheet.
- 3 e-blasts to more than 8,000 opt-in names
- Live link to your website from our event website
- Booth at event
- Stage recognition

#### Freshman Sponsor \$1,000

- Listing in 2 Yellow Scene Magazine house ads
- Mention in e-blasts
- Listing link on event website
- Booth at event
- 500 pieces of your own marketing material to be inserted in festival bags that are handed out at the event. Printing available at 20¢ per sheet.

**Special Guests:** In 2010 Congressman Jared Polis of Boulder and President of the Colorado State Senate, Brandon Shaffer, were both on-hand to discuss Colorado education reform and the future of education in our state!

**Exhibitions:** \$50 with booth. LIMITED OPENINGS RESERVE EARLY.

#### Booth Pricing:

\$275	with 3-4 time ad insertion
\$350	with 2 time ad insertion
\$450	with 1 time ad insertion
\$650	Booth only

#### Ask about our Special Educator Programs in these kid-focused issues:

- Mar: SuperKids
- Aug: Back to School
- Oct: Open House Feature
- Dec/Jan: Options in Education
- Spring/Fall: Brides & Babies
- Jul: Home & Hood

#### Expo Advertising:

- Two full-page ads (Mar and Apr), two 2/3-page ads (Dec and Feb) in Yellow Scene Magazine (70,000 copies, 56,000 homes, 18,000 in 1,300 high traffic locations)
- 10,000 flyers distributed at schools, camps, sports organizations, extracurricular outlets, kids entertainment venues, pediatric offices, etc.
- 2,000 posters in high-traffic locations
- 6 e-blasts to 18,000 YS opt-in names