

# **2024 Events Media Kit**



# **Table of Contents**

About Us | Page 3

Kid Jam 2024 | Page 4

SummerFest | Page 9

CSRA Kids Family Camp | Page 12

# **About Us**

### Who Is CSRA Kids?

CSRA Kids is an online family magazine that focuses on the Augusta Metro/Aiken County area. We're a digitally-native, mobile-first, social media friendly publication that is designed to meet the needs of an evolving media landscape.

We were conceived out of a desire for parents to be able to navigate all the opportunities available to their family in the CSRA. So we sought out to create a one-stop shop to everything kid related in the area.

We put a strong emphasis on new media tools like social media and video — engaging directly with parents and cultivating communities that drive engagement and reach.

Founded in 2017, CSRA Kids has quickly become the most-read, most-valued family magazine in the CSRA.

### **Our Mission**

To connect families to community events and resources that help them create memories of a lifetime.

### Why CSRA Kids Events?

CSRA Kids events are some of the best in the CSRA! We work hard to ensure that all of our patrons (young and old) are having a good time, interacting with our businesses and sponsors in a positive manner, and that our business friends are making the most of their marketing dollars.

#### **Well Planned Events**

**Well Attended & Highly Reviewed** 

**Fully Advertised & Promoted** 

**Highly Targeted Audience** 





# Event Information

## 5 Themed Gyms Full of Fun!!

Activities Everywhere!!! We will have everything from STEM, education, fun attractions, inflatables & more!

## Touch-A-Truck & Food Trucks

Outside the fun continues! Kids can interact with local heroes, fire trucks, motor cycles & more. We also have a variety of food from people to pick from.

### **Princess Meet & Greet**

Get that Disney experience in the CSRA. Wardrobe of Wishes will be providing a super special experience that the kids will love!

### 2023 Event Reach:

Total Attendance: 3000+ Marketing Reach: Facebook - 70K + Ads CSRA Kids Website Ads Month Advertising On WDRW Azalea Outdoor YMCA Member Newsletter Campaign WAFJ (Digital and On-Air Announcements)

## **Sponsor/Vendor Info**

#### **Title Sponsor**

\$5,000

### **Gold Sponsor**

\$3,000

Silver Sponsor \$1500

**Attraction Sponsor** 

\$200 - \$250

#### Vendor Fees\* \$75 For Profit ::: \$50 Non Profit

\*Tent/Table/Chairs Not Provided Please See Vendor Information Sheet

## **Date & Location Info**

November 9, 2024 10 AM - 4 PM Riverview Park Activities Center



# Exhibitors Wanted

# Why Exhibit

Get Face to Face With Local Parents All Across the CSRA CSRA Kids would like to formally invite you to Kid Jam 2024!

- Capture a highly targeted, local audience of families with children aged 0-12..
- Demonstrate and create interactive experiences that showcase your product.
- Sell products and services on-site.
- Make face-to-face connections.
- Obtain emails to build your marketing list.
- Book appointments on-site.

CSRA Kids presents several events during the year and all are well attended. Our marketing plan for Kid Jam will include outdoor, digital, television, email and newspaper advertising. We will work hard to ensure that foot traffic will be high and that you will have countless opportunities to promote your business.

For-Profit Exhibitor Booth ::: \$75 For-Profit Exhibitor Booth + Email List Access ::: \$100 Non-Profit Exhibitor Booth ::: \$50 Non-Profit Exhibitor Booth + Email List Access ::: \$100 Kidpreneurs ::: \$25

All Exhibitor Booths Include:

- Booth Space (10x10)
- Social Media Recognition
- All vendors must provide their own table and chairs.
- Spots with electricity are limited. Please indicate if needed. First come, first serve.
- Raffle Prize

## **Reserve Your Spot Today**

Fill out our online registration and secure your spot today. Got questions? Contact us at kidjam@csrakids.com | 803-522-9228



# Sponsorship Packages

## Why Sponsor?

Kids Jam 2024 is a great way to advertise your business!

We are providing a one-of-a-kind experience for families in the CSRA area and you will be front in center of all the action. Our packages are designed to give you maximum exposure before and after the event!

#### Platinum(Title) Sponsor - \$5,000

This package includes:

- 10x10 Booth (Tables/Chairs)
- Gym/Stage Sponsor
- Custom Video Announcement On Website/Social
- Logo on all in-event advertising

(Banners, Flyers, Shirts, Swag Bags, etc)

- Sponsor recognition in all pre-event advertising including TV, Radio, Billboard, Website and Social Media.

- YMCA Email Blast (36,000 Database)
- Six Month Ad Package With CSRA Kids

#### Gold Sponsor Cover The Cost of Children In Attendance. This Makes The Event Free To The Community.

#### Gold Package - \$3,000

This package includes:

- 10x10 Booth (Tables/Chairs)
- Gym Sponsor
- Custom Video Announcement On Website/Social
- Logo on all in-event advertising
- (Banners, Flyers, Shirts, Swag Bags, etc)
- Sponsor recognition in all pre-event advertising including TV, Radio, Print, Website and Social Media.
- YMCA Email Blast (36,000 Database)
- Three Month Ad Package

### Silver/Media Package - \$1500

This package includes:

- 10x10 Booth Space (Table/Chairs)
- Special Attraction Sponsor
- Logo on All In-Event Advertising (Banners,
- Flyers, Shirts, Swag Bags, etc)
- Sponsor recognition in all pre-event advertising including Print, Website and Social Media.

# First Impression Tent - \$500 (1 Available)

This package includes:

- 10x10 Vendor Space At The Entrance
- This will also serve as a check-in spot for those needing first aid and have questions.

#### Truck Sponsor - \$200 (10 Available)

This package includes:

- 10x10 Vendor Space
- Naming Rights To A Truck (22"x28" Frame Sign)

#### Jump Sponsor -\$250 (6 Available)

This package includes:

- 10x10 Vendor Space
- Naming Rights To An Inflatable
- (22"x28" Frame Sign)





# **Event** Information

## Summer Camp Expo + Summer Fun!!

Let's celebrate summer early!! Join us for a fun outdoor festival that highlights all the summer fun around the CSRA. Meet local summer camp providers and businesses that offer local fun.

## The Fun Stuff!

We will have tons of fun activities for the kiddos. Inflatables, petting zoo, face painting, games & more!

### **Anticipated Event Reach:**

Expected Min. Attendance: 2000+ Total Marketing Reach: Social Media Impressions - 70K CSRA Kids Website Ads - 111K

## **Sponsor/Vendor Info**

Gold Sponsor \$1,000

Silver/Attraction Sponsor \$500

### Vendor Fees\*

\$75 - For Profit \$50 - Non Profit \$25 - Kid Entrepreneur \*Tent/Table/Chairs Not Provided

## **Date & Location Info**

April 27, 2024 10 AM - 3 PM Lions Field - N. Augusta



# Sponsorship Packages

## Why Sponsor?

Summer Fest is a great way to advertise your business! We are the #1 destination for all things summer in the CSRA. Our packages are designed to give you maximum exposure before and after the event!

#### Gold Package - \$1,000

This package includes:

- 10x10 Booth (Tables/Chairs)
- Loud Speaker Annoucements
- Special Attraction Sponsor
- Logo on all in-event advertising

(Banners, Flyers, Shirts, Swag Bags, etc.)

- Sponsor recognition in all pre-event

advertising including, Website, and Social Media.

-YMCA Email Blast (36,000 Database)

- One Month CSRA Silver Package

#### Jump Sponsor -\$250 (6 Available)

This package includes:

- 10x10 Vendor Space
- Naming Rights To An Inflatable (Logo on Signage)

#### Silver/Media Package - \$500

This package includes:

- 10x10 Booth Space (Table/Chairs)
- Logo on All In-Event Advertising
- (Banners, Flyers, Shirts, Swag Bags, etc)
- Sponsor recognition in all pre-event advertising including Website and Social Media.





# **Event** Information

## A Day At The YMCA Camp Lakeside

Enjoy a full day with your family at Camp Lakeside! There will be tons of camp-related activities including canoeing, ropes course, archery & more!

### **Special Toddler Area**

We want to make sure our little tots have a good time! We will have some special fun just for them.

### **Anticipated Event Reach:**

Expected Min. Attendance: 500 - 1000+ Total Marketing Reach: Social Media Impressions - 70K Targeted Email Advertising To Y Members CSRA Kids Website Ads - 111K

## **Sponsor/Vendor Info**

Gold Sponsor \$1,500

Silver/Attraction Sponsor \$700

## **Date & Location Info**

August 10, 2024 11 AM - 4 PM Camp Lakeside - LincoInton



# Sponsorship Packages

## Why Sponsor?

CSRA Kids Family Camp is a great way to advertise your business!

This is a great way to support the YMCA Annual Campaign & help provide a day of fun for local families!

Our packages are designed to give you maximum exposure before and after the event!

#### Gold Package - \$1,500

This package includes:

- 10x10 Booth (Tables/Chairs)
- Special Attraction Sponsor
- Logo on all in-event advertising
- (Banners and Yard Signs)

- Sponsor recognition in all pre-event advertising including In-Store Marketing, Website, and Social Media.

- One Month CSRA Silver Package

#### Silver/Media Package - \$700

This package includes:

- 10x10 Booth Space (Table/Chairs)
- Logo on All In-Event Advertising (Banners and Yard Signs)
- Sponsor recognition in all pre-event advertising including Website and Social Media.
- One Month CSRA Kids Bronze Package



# Got Questions?

We Are Available To Answer Your Questions! Please Contact Us At Any Time!

## **Contact Information**

### Brandy Mitchell, CSRA Kids Owner & Event Organizer

Phone Number: 803-522-9228 Email: kidjam@csrakids.com

### **Past Sponsors**

