


My Kingston Kids.com
Experience Kingston Thru Your Child's Eyes

MY KINGSTON KIDS FEST

Land of MAGIC



5.18.19

Synopsis

MyKingstonKids Fest is back for it's 3rd year to engage the Kingston community like never before. In 2019, the Kids Fest's original location; The Lace Mill will be turned into the Land Of Magic. This year our event will be extra magical with a 45 minute performance by a multi talented magician. With a unique partnership of MyKingstonKids and the HV Parent Magazine, this event will go in the history books for sure.

Now, picture your organization being the one to help bring this great event to fruition with a wide variety of unique opportunities including the Magical Tea Party!

Executive Summary

The MyKingstonKids Fest 2019 is well on its way to becoming a favorite annual family event for all generations throughout this region.

The one day extravaganza will be held from 11am - 4pm on Saturday, May 18th, 2019 at The Lace Mill in Kingston, NY. The historical curtail factory provides the perfect backdrop for the Land Of Magic concept that will bring excitement and joy to many families in this amazing community.

The 2019 theme, titled "Land Of Magic" will provide the unique experience of Magic and Illusion along with some new ideas throughout the event space including our highly anticipated "Magical Tea Party".

To produce this event, HV Parent Magazine is partnering with the MyKingstonKids Organization; creators of the MyKingstonKids Fest & the well received, MyKingstonKids Halloween Fest who have over 15 years of event organizing and production experience. Estimated attendance of the first Kids Fest event in Kingston was over 500 people, with 95% of attendees stating that they would recommend the event to someone else and the Halloween fest with over 1,000 in attendance. We project this event to be double that this year.

Partnership levels are outlined in the following pages. The presenting Sponsor designation offers title recognition, exclusive branding and marketing opportunities. Sponsorship designations offer tiered sponsorship recognition, each with opportunities to effectively reach your target audience.

The MyKingstonKids Fest benefits our expenses of operations and events throughout the year.

MyKingstonKids Fest Stats

435 | kids served at the Wonderland Tea Party
310 | free pieces of Cotton Candy
185 | free faces painted
85 | free professional haircuts
46 | kids jumped rope with a championship double dutch team
95 | free prizes were raffled off
5 | INSPIRE! Awards were handed out to well deserved children
0 | injuries or incidents



Contact: Frank Waters, 845-282-0182, fwaters@mykingstonkids.com

Make payments to MyKingstonKids, Inc.

Mail to: 165 Cornell Street, Suite#123, Kingston, NY 12401

SPONSORSHIP

MyKingstonKids Fest

MyKingstonKids Fest 2019	Platinum	Gold	Silver	Bronze
BENEFITS	\$1,000	\$500	\$250	\$100
Vendor booth space	X	X	X	X
Your Logo on marketing collateral distributed for event including 20,000 fliers and 500 posters.	X	X	X	X
Your Logo on marketing collateral distributed for event including 500 posters.	X	X	X	X
A full color ad in the "MyKingstonKids Guide"	Full page	Full	Half	Quarter
Logo inclusion and link to company website on the official website for the event, MyKingstonKids.com	X	X	X	
Logo inclusion and link to company website on email campaign reaching over 5,000 households including parents and guardians of children	5000+	1000	500	
Your Logo on event banner	X	X		
Sponsor recognition at The Lace Mill integrated into the event	X			
A digital copy list of all registered event attendees	X			



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MYKINGSTONKIDS FEST

VENDOR PACKAGES

OPTION 1

Vendor 10 x 10 space at the event

- We recommend vendors bring a tent
- Vendors must provide their own table & chairs (\$20 extra if we provide)
- Electricity - \$20 Extra (limited, first come basis)

Early bird rates, until April 1st, 2019

\$40

NORMAL RATES ARE \$50



OPTION 2

Includes All items from Option 1*Plus the following:**Your Company's full color HALF Page Ad in the May issue of the "MyKingstonKids Club Guide".*

Early bird rates, until April 1st, 2019

\$80

NORMAL RATES ARE \$110

**Guide Specs**

Color: Full Color Guide Size: 8.5in x 5.5in

Binding: Saddle Stitched

Content: Children and family related articles, ads and information

Circulation: 2,000 - Kingston/Hudson Valley, NY

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