



Kids' Day in the PARK



An event to celebrate Seguin's youngest citizens! The 10th Annual Kids Day in the Park is a FREE fun-filled, one-day event includes: rock climbing wall, inflatable rides, entertainment, arts and crafts, face painting, over 40 information and activity booths, food concessions and much more. The event will be held rain or shine!

Audience: Families, Youth (ages 4 - preteen)

Anticipated Attendance: 2,500+

Date: Saturday, October 20, 2018

Time: 10 a.m. – 2 p.m.

Location: Central Park, Seguin, TX

10th Annual Kids Day Sponsorship Levels

Title Sponsor	\$5,000
Presenting Sponsor	\$1,000
Friend of Connections Sponsor	\$ 500
Food Truck or Food Vendor	\$ 250
Touch-A-Truck	\$ 125
Kids Game Booth Sponsor	\$ 25

With commitment by September 14, 2018, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

CONNECTIONS
INDIVIDUAL AND FAMILY SERVICES

830-629-6571

www.connectionsnonprofit.org

Kids Day Promotional Plan:

- Flyers (5,000+ to schools/daycares)
- Event information in Seguin newspaper(s)
- Event banners
- Social media promotions
- Press releases
- Website information

"TOUCH-A-TRUCK"

Touch-A-Truck is a fun way for families to bond as their children explore vehicles they have seen in movies, books, or just driving down the street. But more than that, the event raises funds for essential programs within Connections Individual and Family Services.

Proceeds benefit the mission of
Connections Individual and Family Services, Inc.



Sponsorship and Booth Opportunities

Title Sponsorship \$5,000

- Name/logo as Title sponsor
- Logo on event promotional materials
- Logo on day of signage
- Recognition at entertainment stage
- Ability to display company banners
- Logo/name on event goodie bags
- Complimentary Kids Activity / Game / Craft / Truck booth space

Presenting Sponsorship \$1,000

- Name/logo as Presenting sponsor
- Logo on event promotional materials
- Logo on day of signage
- Recognition at entertainment stage
- Ability to put up company banner
- Logo/name on event goodie bags
- Complimentary Kids Activity / Game / Craft / Truck booth space

Friends of Connections Sponsorship \$500

- Logo on select event promotional materials
- Logo on select day-of signage
- Logo/name on event goodie bags
- Complimentary Kids Activity / Game / Craft / Truck booth space

Food Truck or Food Booth \$250

**Must abide by local city health ordinances*

- Logo and/or Name on select event promotional materials
- Complimentary Truck or booth space

**Every booth is required
to do a "FREE" kids
game, activity, craft, or
be a part of
Touch-A-Truck**

Kids Activity Booth Sponsor \$25

- Promotional Kids Activity Booth Space (12'x12') at event
- Give-a-ways are highly encouraged

Touch-A-Truck \$125

**Vehicle Required*

Bring your vehicle to the event! Do you or your company have a unique vehicle that you would like to share with the community at the Touch-A-Truck event? If so, we would love to share your vehicle with the kids! Those young (and young at heart) will be allowed (if applicable) to touch, climb on and ask questions about their favorite trucks in a safe, supervised environment.

Accompanying personnel will teach children about the equipment displayed and how these machines help us and our community. We would love to share your vehicle with the kids! Contact us for more information.

Includes:

- Logo on select event promotional materials
- Logo on select day-of signage
- "Touch-A-Truck" space

2017 Stats (Oct 21, 2017)

Estimated Attendance: 2,500+

Visual view: average group (2 adults/2 kids)

SnapChat Geofilter

- 1,500 unique views (meaning that 1,500 phones were onsite during the event)
- 43 users took photos with filter

Facebook

- 195 unique check-ins on the event page
- 976 checked "interested" on the event page
- 29,878 impressions (views on Facebook)