

Event Sponsorship

Kidoinfo has created **Conversations**, a series of networking and educational events to introduce readers to people and resources that foster deeper community connections. We invite you to be a 2010-11 sponsor and connect with Kidoinfo's savvy community of parents and business owners. Sponsors have the opportunity to support a single conversation or sponsor the entire series.

Kidoinfo has earned the reputation as the go-to source for everything related to families in Rhode Island. Our first two events in 2010, Parents Using Social Media and Raising Kids in a Digital World were well attended and the conversations continue long after the events have ended.

Each Conversation is promoted extensively. By signing on as a supporter, your business will have the opportunity to be part of an ongoing series of fun and informative events with socially conscious parents. We look forward to creating these successful events with your support!

2010-11 Series:

FALL: November - "Traditions"

Traditions connect your children with your personal and cultural history and form the memories they will later pass on to their friends and families. Families decide how to carry on, blend or create new traditions. This discussion gives panelists and attendees a forum to share their traditions and learn something new to share with their loved ones in the upcoming holiday season.

WINTER: February - "Parenting Simply"

Parents are busy juggling work, home and child-care and today's children seem to be scheduled from birth. What do parents and kids really need? Can parenting be simplified to create a satisfying lifestyle for you and your kids? Panelists will share online tools and offline tips to foster balance and peace of mind.

SPRING: May - "Community Minded Kids"

How can we instill volunteerism and community activism in the next generation? A panel discussion with projects, online resources, and examples of how families can create meaningful connections to their communities and impact real change in the world.

Kidoinfo promotes Conversations via:

- Dedicated events page with sponsors
- Series of blog posts on Kidoinfo.com highlighting the panelists, topic
- Promote event across multiple Social Media channels, including blog, Facebook and Twitter
- Multiple dedicated emails mail out to Kidoinfo subscriber list leading up to event
- Resource Guide with additional resources about the conversation handed out to all attendees. Guides available for sale after the event

Kidoinfo Stats:

- Monthly web visitors: over 25,000 unique visitors
 - Email subscribers: 2,400+
 - Twitter followers: 1,100 +
 - Facebook Fans: 550 +
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Lead Sponsor: \$1500 per Conversation. (Maximum 1 Lead sponsor per event)

- Premier Graphic Logo Tile (125 x 125 pixels) placement with link on main Conversation web page
- Banner logo (580W x 100H pixels) on all emails blasts promoting Conversation
- Lead sponsor mentioned with text link on all blog posts related to event
- Premier Graphic logo placement on event poster and resource guide
- Two tickets to the event
- Two drink tickets

Requirements:

- High resolution logo required in 4-color. Saved as PDF or .eps format.
- Logo tile: 125 x 125 pixels. Saved as .jpeg, web ready.
- Please include url for hyperlink

\$500 / Conversation

- Graphic logo (125 x 125 pixels) with link on main Conversation web page announcing event
- Graphic logo (125 x 125 pixels) with link on all emails blasts promoting Conversation
- Text link on blog posts related to event
- Graphic logo printed on event poster and resource guide
- Two tickets to the event
- Two drink tickets

Requirements:

- High-resolution logo required in 4-color. Saved as PDF or .eps format.
- Logo tile: 125 x 125 pixels. Saved as .jpeg, web ready.
- Please include url for hyperlink

\$150 per Conversation

- Graphic logo (125W x 100H pixels) with link on main Conversation web page announcing event
- Text link (125 x 125 pixels) on all emails blasts promoting Conversation
- Text link on blog posts related to event
- Business name printed on event poster and resource guide
- One ticket to the event
- One drink ticket

Requirements:

- Logo tile: 125W x 100H pixels. Saved as .jpeg, web ready.
- Please include URL for hyperlink

Friends: \$50 per Conversation.

- Text link on main Conversation web page announcing event
- Text link on blog posts related to event
- Listed in resource guide
- One ticket to event

Requirements:

- Please include URL for hyperlink



Sponsorship Terms & Conditions:

- To receive maximum visibility, reserve your space today.
- For more information, contact: Anisa Raof
phone: 401-316-5827
email: anisa@kidoinfo.com w/ "Conversation Sponsor" in the subject line
- High-resolution logos required for \$1500 & \$500 sponsorship, saved in PDF and .eps formats
- Web-ready logos required for \$1500, \$500, & \$150 sponsor levels, saved web ready in .jpg format
- **Payment:**
PayPal: <http://kidoinfo.com/ri/advertising-payments/>
Check: Payable to Kidoinfo. Mail to: Kidoinfo, po box 6071, Providence, Rhode Island, 02940

List of Past Conversations:

- **How Parents Use Social Media** - February 9, 2010

A panel discussion moderated by Mary-Kim Arnold, Executive Director of the Rhode Island Council for the Humanities. The panel included four local parents using social media in a variety of ways, some socially, others for business, and often for both. This event gave guests a unique opportunity to interact with these experts in business and parenting in a question and answer discussion.

- **Raising Kids in a Digital World** - Tuesday, May 25, 2010

A panel discussion addressed the ways in which we can educate, guide and shape the next generation to be conscientious online and savvy users of technology tools and social media.