



Baby Fair & Kids Expo

Sponsorship & Advertising Options

Platinum Sponsor - \$3000

- Advertising: Your company's name will be listed as a sponsor of Little Luvs - Baby Fair & Kids Expo in our print advertising.
- Radio: Your company's name will be listed as a sponsor of Little Luvs - Baby Fair & Kids Expo in our radio advertising.
- Cover Page: Your company's name and/or logo will be included on the cover page of the Little Luvs - Baby Fair & Kids Expo program.
- Full Page Program Ad or Article: Submit a full page article or ad to be included in the Little Luvs - Baby Fair & Kids Expo's Program. Program will be handed out to attendees at all entrances. Sponsor to provide ad or article.
- Bold Program Listing: Your company's name will be listed in bold in the Little Luvs' Program. You'll also receive two lines of text for additional information or your company's slogan (limited to 45 characters/line, including spaces).
- Website: Your company's name will appear on the Little Luvs' home page as a show sponsor.
- Tickets: 20 tickets to the event for you to give away to your VIPs.
- Social Media: Your company's name will be included in our social media announcements leading up to the big event!
- Email Blasts: Your company's name will be included in our email blasts.
- Specifications: Full Page: 8-1/2" x 10-7/8" plus 1/8" bleed all sides for a full page ad. PDF and image files must be CMYK (not RBG) and have a resolution of at least 300 dpi. Files must be zipped. PDF X1a, PDF, and TIFF/IT P1 files are preferred.

Gold Sponsor - \$1500

- Limit one- first come, first served.
- Logo on Discount Tickets: Your company's logo will be placed on all discount tickets that attendee's prints out!
- Half Page Program Ad or Article: Submit a half page article or ad to be included in the Little Luvs - Baby Fair & Kids Expo's Program. Program will be handed out to attendees at all entrances. Sponsor to provide ad or article.
- Directional sign: Help attendees find your booth fast - Place your company's name on the 6' tall directional signs in front of your building (not for outdoor exhibitors).
- Bold Program Listing: Your company's name will be listed in bold in the Little Luvs' Program. You'll also receive two lines of text for additional information or your company's slogan (limited to 45 characters/line, including spaces).

- Article on Website: Your company's logo, picture, and up to 75 word article about your company placed on Little Luvs' website under the Sponsor Section.
- Food Court Banner: Encourage more attendees to check out your booth with your company's banner displayed in the Food Court. Company to provide banner.
- VIP Tickets: 10 tickets to the event for you to give away to your VIPs.
- Social Media: Your company's name will be included in our social media announcements leading up to the big event!
- Specifications: 1/2 Page ad: 8 -1/2"x 5 -7/16" plus 1/8" bleed all sides for a 1/2 page ad. PDF and image files must be CMYK (not RGB) and have a resolution of at least 300 dpi. Files must be zipped. PDF X1a, PDF, and TIFF/IT P1 files are preferred.

Silver Sponsor – \$750

- Limit four - first come, first served. Catch attendees eye as a sponsor of one of our Special Feature Sections. Choose to sponsor: 1. Furbabies - Everything your furry friend could want. 2. Reading Corner - Fun ways to engage any age. 3. Safety First - Resources to protect your little luv. 4. Dream Cars - Vehicles to fit any family and car seat. 5. Summer Fun - Camps and day activities for all ages 6. Year Round Activities - Something for everyone! As a section sponsor to one of the above events, you'll get:
- Banner: Little Luvs will display a 4' x 20' banner with your company's name and/or logo at your chosen event.
- Bold Program Listing: Your company's name will be listed in bold in the Little Luvs' Program. You'll also receive two lines of text for additional information or your company's slogan (limited to 45 characters/line, including spaces).
- Little Luvs' Program: Your company's name and/or logo will be included in our feature's article as an event sponsor.
- Website: Your company's name and/or logo will be included on our feature's section as an event sponsor. We will also place a link to your website to help direct visitors directly to your company.
- Tickets: 6 tickets to the event for you to give away to your VIPs.
- Social Media: Your company's name will be included in our social media announcements leading up to the big event!

Bronze Sponsor - \$325

- Bold Program Listing: Your company's name will be listed in bold in the Little Luvs' Program. You'll also receive two lines of text for additional information or your company's slogan (limited to 45 characters/line, including spaces).
- Little Luvs' Program: Your company's name and/or logo will be included in our feature's article as an event sponsor.
- Website: Your company's name and/or logo will be included on our feature's section as an event sponsor. We will also place a link to your website to help direct visitors directly to your company.
- Quarter Page Program Ad or Article: Submit a quarter page article or ad to be included in the Little Luvs - Baby Fair & Kids Expo's Program. Program will be handed out to attendees at all entrances. Sponsor to provide ad or article. Specifications: 1/4 Page ad: Non-bleed/Safety 4"x5.1875", Trim 4.25"x5.4375", with bleed 4.5"x5.6875". PDF and image files must be CMYK (not RGB) and have a resolution of at least 300 dpi. Files must be zipped. PDF X1a, PDF, and TIFF/IT P1 files are preferred.

Full Page Ad in Little Luvs' Program - \$600

- Our program is given to each attendee as they enter and is a must for businesses wanting increase their visibility! Sold first come, first served. Ad & Payment Deadline: February 18, 2022 (payment is nonrefundable)(If you miss the deadline, your reservation may be cancelled and your payment is non-refundable.) Specifications: Full Page: 8-1/2" x 10-7/8" plus 1/8" bleed all sides for a full page ad. PDF and image files must be CMYK (not RBG) and have a resolution of at least 300 dpi. Files must be zipped. PDF X1a, PDF, and TIFF/IT P1 files are preferred.

Half Page Ad in Little Luvs' Program - \$300

- Our program is given to each attendee as they enter and is a must for businesses wanting increase their visibility! Sold first come, first served. Ad & Payment Deadline: February 18, 2022 (payment is nonrefundable)(If you miss the deadline, your reservation may be cancelled and your payment is non-refundable.) Specifications: 1/2 Page ad: 8 -1/2"x 5 -7/16" plus 1/8" bleed all sides for a 1/2 page ad. PDF and image files must be CMYK (not RBG) and have a resolution of at least 300 dpi. Files must be zipped. PDF X1a, PDF, and TIFF/IT P1 files are preferred.

Quarter Page Ad in Little Luvs' Program - \$150

- Our program is given to each attendee as they enter and is a must for businesses wanting increase their visibility! Sold first come, first served. Ad & Payment Deadline: February 18, 2022 (payment is nonrefundable)(If you miss the deadline, your reservation may be cancelled and your payment is non-refundable.) Specifications: 1/4 Page ad: Non-bleed/Safety 4"x5.1875", Trim 4.25"x5.4375", with bleed 4.5"x5.6875". PDF and image files must be CMYK (not RBG) and have a resolution of at least 300 dpi. Files must be zipped. PDF X1a, PDF, and TIFF/IT P1 files are preferred.

Additional Program Category Listing - \$25

- Your first category listing is free when you sign up for a booth at Little Luvs - Baby Fair & Kids Expo. Each additional category listing is only \$25! Please have all listing purchases complete by February 11, 2022.

Bold Your Program Listing - \$50

- Help your company's name stand out - have your listing bolded, plus receive an additional 2 lines of text. Maximum of 45 characters, including spaces, per additional line of text. Payment due no later than February 11, 2022.

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Full Page Ad	Half Page Ad	Quarter Page Ad	Bold Program Listing	Additional Program Category
Print	X								
Radio	X								
Name on Directional Sign		X							
Special Feature Section Sponsor Banner			X						
Program Cover Listing	X								
Food Court Banner		X							
Website Listing	X		X	X					
Article on Website		X							
Full Page Ad	X				X				
Half Page Ad		X				X			
Quarter Page Ad				X			X		
Program Listing			X	X					
Social Media	X	X	X						
Email Blasts	X								
Logo on Discount Tickets		X							
Program Directory Listing in Bold	X	X	X	X				X	
VIP Tickets	20	10	6						
1 Additional Category Listing in Program									X
Total Price	\$3000	\$1500	\$750	\$325	\$600	\$300	\$150	\$50	\$25