

PLAN A SUMMER FULL OF FUN IN JUST ONE DAY!



INDY'S CHILD  
MAGAZINE'S

*31st annual*

# CAMP FAIR

## INDY'S CHILD 31<sup>TH</sup> ANNUAL SUMMER CAMP FAIR

MARCH 7, 2020 | NOON - 3 PM  
PARK TUDOR SCHOOL

7200 N COLLEGE AVE, INDIANAPOLIS

OVERNIGHT CAMPS | DAY CAMPS | SUMMER PROGRAMS



# BE A PART OF OUR CAMP FAIR

The 31<sup>st</sup> annual Summer Camp Fair hosted by *Indy's Child Magazine* will take place on March 7, 2020 at Park Tudor. Families from all over Central Indiana will have the opportunity to explore over 60 overnight camps, day camps and summer programs. To top it off, *Indy's Child* will provide lots of fun entertainment.

## OUR NUMBERS *in just one month*

35,000 printed copies  
of the magazines · 500+  
distribution sites · 125,000  
people read in print ·  
100,000 web visitors ·  
16,500 e-newsletter  
subscribers · 40,000+  
facebook fans

## EARLY REGISTRATION NOVEMBER 1, 2019 - DECEMBER 31, 2019

**STANDARD BOOTH**  
\$395  
W/ELECTRICITY \$445

**DOUBLE BOOTH**  
\$645  
W/ELECTRICITY \$695

## OPEN REGISTRATION JANUARY 1, 2020 - MARCH 1, 2020

**STANDARD BOOTH**  
\$445  
W/ELECTRICITY \$545

**DOUBLE BOOTH**  
\$695  
W/ELECTRICITY \$756

## PROGRAM DIRECTORY LISTING

All exhibitors receive a FREE listing in the 2020 Summer Camp Guide.

\*If you are unable to be an exhibitor, but would like to be included in the program, you may purchase a listing for \$250. Deadline to be included in the 2020 Summer Camp Guide is February 8. Camps who register for camp fair after the deadline will be listed on an additional hand out at the Camp Fair

## 2020 CAMP FAIR PROGRAM ADVERTISING

You have the opportunity of placing an ad in the 2020 Camp Fair Guide

**FULL PAGE**  
\$1295

**HALF PAGE**  
\$995

**QUARTER PAGE**  
\$695

## HOW TO SIGN UP

Please visit [indyschild.com](http://indyschild.com) or contact your sales representative.



# BECOME A CAMP FAIR SPONSOR

## TITLE SPONSOR \$15,000 (LIMIT ONE)

The **Title Sponsor** will receive the highest visibility and recognition among Event Sponsors' onsite signage.

**Title Sponsor** will receive signage to be displayed near entrance during Event.

**Title Sponsor** will share the Event name title ie: *Indy's Child* Summer Camp Fair Presented by XYZ Company.

**Title Sponsor** Logo and/or name mention will be included (but not limited to) all marketing including multiple full page ads in both *Indy's Child* Magazine (January, February, March), social media, articles, Website, e-newsletters, TV appearances and more!

**Title Sponsor** will receive #1 priority event booths/area.

**Title Sponsor** will have largest logo on Summer Camp Guide handed out to all attendees.

**Title Sponsor** will receive Back Cover ad (value: \$2,500) in the Summer Camp Guide handed out to all attendees.

**Title Sponsor** will receive (1) one dedicated e-blast (16,500 subscribers) which includes a facebook "shout-out" to our 40,000+ Fans. (value: \$695 - date of choice)

**Title Sponsor** will receive largest logo on the Camp Fair tote bag distributed to all attendees.

**Title Sponsor** will receive premier listing on IndysChild.com.

**Title Sponsor** will receive a Big Box Ad on home page and run of site - February 1 - June 15. (value: \$2,680)

## SUPPORTING SPONSOR \$2,500 (LIMIT SIX)

**Supporting Sponsor** will receive logo/name on all tote bags and summer camp programs handed out to attendees.

**Supporting Sponsor** logo and/or name recognition will be included on the following: full page ads in *Indy's Child* (January, February, March). Website coverage, social media, press releases sent to all media outlets throughout Central Indiana (which will produce many media opportunities), and other marketing opportunities that present themselves.

**Supporting Sponsor** will receive one (1) priority event booth (electricity included).

**Supporting Sponsor** will have opportunity to have item/material in tote bag.

**Supporting Sponsor** will be included in all e-blasts regarding the Summer Camp Fair.

**Supporting Sponsor** will receive (1) one dedicated e-blast (16,500 subscribers) which includes a Facebook "shout-out" to our 40,000+ Fans. (value: \$695 - date of choice)

**Supporting Sponsor** will receive Full Page ad in the Summer Camp Guide handed out to all attendees.

**Supporting Sponsor** will receive logo on the Camp Fair tote bag distributed to all attendees.

**Supporting Sponsor** will receive premier listing on IndysChild.com. (value: \$375)

## GOLD PACKAGE \$1,000

**Gold Sponsor** will receive one (1) priority event booth (electricity included).

**Gold Sponsor** will receive Quarter Page ad in the Summer Camp Guide handed out to all attendees.

**Gold Sponsor** will have an opportunity to have an item in the tote bag.

**Gold Package** will receive premier listing on IndysChild.com. (value: \$375)



# BIG CHANGES FOR OUR 30<sup>TH</sup> ANNUAL SUMMER CAMP FAIR

## NEW LOCATION & DATE

The *Indy's Child* Summer Camp Fair is moving locations! It will now take place at Park Tudor School. Park Tudor School is one of Central Indiana's top private schools and is conveniently located on the north side of Indianapolis. The Camp Fair will also take place in early March this year (March 9, 2019).

## CAMP GUIDE/PROGRAM & DISTRIBUTION

This year's Camp Guide which is distributed at the Camp Fair will now be printed in full color. We will also print an additional 10,000 copies of the Guide this year. The additional copies will be stitched into 10,000 copies of the March issue of *Indy's Child* Magazine. While *Indy's Child's* full print run is 45,000 copies each month, The specially inserted copies will be at all Kroger Stores and targeted prime locations.

## BOOTH SPACE

Exhibitors will be given more booth space for activities at this year's Camp Fair. We are encouraging our exhibitors to bring an interactive activity to help showcase their camp.

## ADDITIONAL PROGRAMMING

The Camp Fair will take place inside two gyms at Park Tudor School. While one gym will be dedicated to our exhibitors, the other gym will include rotating programs throughout the Fair. Camp Exhibitors will be given the opportunity to set up a larger activity or workshop for 20-minute sessions. If your camp is interested in reserving a slot on our programming schedule please make sure to indicate so on your registration form. Programming slots are limited.