



# NANC

# National Association for Nanny Care

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## **Nannypalooza 2009**

**Saturday and Sunday, October 3<sup>rd</sup> and 4<sup>th</sup>**

**in Washington D.C. (Chevy Chase, MD)**

## **Advertiser's Packet**

### **Why should you advertise with Nannypalooza?**

**We love our supporters.** When you support Nannypalooza, you support NANC and the work we do. And we appreciate it! Throughout the year when we talk to nannies, parents or the press, we promote our supporters at every appropriate opportunity.

**Nannies love our supporters.** We're able to offer a quality conference at an amazingly low price because of the support of our sponsors and advertisers. We emphasize that to all our attendees and as a result, 94% of them would recommend and refer a supporting placement agency or tax service over a non-supporting business. That's a lot of bang for your advertising buck.

**We deliver a unique demographic you won't find anywhere else.** Nannypalooza attracts over one hundred nannies each and every year and our frequent email updates reach hundreds more. So advertising at Nannypalooza is the perfect avenue for tapping into the valuable nanny word-of-mouth network.

**You can receive website promotion throughout the year.** Many of our advertising opportunities offer a website link to nannycredential.org's most popular page, the Nannypalooza page.

**It supports a great cause.** Need we say more?

### **Meal Sponsorships**

*All ads are in black and white. Upgrade to color for an additional charge of 25% of sponsorship price.*

**All sponsorships are sold at a first come, first served basis.**

**Saturday Breakfast Sponsorship** includes thank you in opening session, table signs in banquet hall, business card sized program ad and website link. **\$200**

**Saturday Coffee Break** includes thank you at end of the workshops right before break, table sign at serving table, ¼ page program ad and website link. **\$250**

**Saturday Lunch Sponsorship** includes thank you at lunch, 4 to 6 minute presentation, ¼ page ad and website link. **\$300**

**Saturday Evening Networking Reception** includes thank you at reception, 2 to 5 minute introduction of business, ½ page program ad, and website link from Nannypalooza main page and email blast. **\$575**

**Sunday Breakfast Sponsorship** includes thank you in first workshops of the day, table signs in banquet hall, business card sized program ad, and website link. **\$200**

**Session Sponsorship** includes thank you at the beginning of the workshop, door sign and a "sponsored by" line in program. **New opportunity this year! \$60** NOTE: 16 available. Reserve early to get your first choice of workshop sponsorships.

## Vendor Table Packages

Full day Saturday, half day Sunday. *All ads are in black and white. Upgrade to color for an additional charge of 25% of package price.*

Firecracker	table, chairs	\$115
Yankee Doodle	includes... * table, chairs * ¼ page program ad * text link on website * one registration	\$225
Stars and Stripes	includes... * table, chairs * ¼ page program ad * business card sized website link * one registration * special signage * premium table position * special raffle prize given away at table, announcement made at Sat lunch (prize provided by vendor)	\$345

## Program Ads

	regular price		NANC member price	
	black & white	color	black & white	color
business card sized ad	\$50	\$75	\$35	\$55
¼ page	\$75	\$115	\$60	\$90
½ page	\$125	\$190	\$100	\$150
full page	\$220	\$330	\$175	\$260
inside back cover	\$305	\$460	\$210	\$315
outside back cover	\$325	\$490	\$260	\$390

## Door Prizes

Want to really get your business noticed? Donate a fabulous door prize. We'll be drawing names and giving away prizes on both Saturday and Sunday. Attendees don't need to purchase raffle tickets to win – everyone there gets in on the fun!

Interested businesses can contribute a gift or make a cash contribution that the Nannypalooza Prize Patrol will turn into gift cards. Contributions under \$50 will be combined with other contributions to purchase one larger gift card which will be raffled off as a single prize. Contributions of \$50 or more will be raffled off as a stand-alone prize. All contributors will be listed in the program.

## Goodie Bag

What would a conference be without a great goodie bag? We're providing each attendee with a bag filled with fun and useful promotional items contributed by our supporters. Pens, post-it note pads, stress balls, water bottles and similar items all make great goodies. This is a wonderful opportunity to make a lasting impression on attendees. 150 items required. No insertion fee!

## **PURCHASE NOW!**

To purchase advertising, please complete the advertising order form and return to our office through fax or mail. If you choose to pay by credit card, you will receive an email Pay Pal invoice for the total amount due. If you choose to pay by check, please include your check with your order form made payable to NANC. Your order is not complete until full payment is received.

**FAX ~ 815 366-9765**

**MAILING ADDRESS ~ PO Box 23387 Federal Way, WA 98093**

# Nannypalooza Advertising Order Form

Business Name		Type of Business	
Mailing Address			
Email		Website	
Contact Person		Phone	
Advertising Opportunity		Cost	Purchased
Saturday breakfast sponsorship		\$200	
Saturday coffee break sponsorship		\$250	
Saturday lunch sponsorship		\$300	
Saturday evening networking reception sponsorship		\$575	
Sunday breakfast sponsorship		\$200	
session sponsorship		\$60	X _____
Firecracker vendor table package		\$115	
Yankee Doodle vendor table package		\$225	
Stars and Stripes vendor table package		\$345	
color ad upgrade (25% of sponsorship cost)			
	non member	NANC member	
business card sized ad, black and white	\$50	\$35	
business card sized ad, color	\$75	\$55	
¼ page ad, black and white	\$75	\$60	
¼ page ad, color	\$115	\$90	
½ page ad, black and white	\$125	\$100	
½ page ad, color	\$190	\$150	
full page, black and white	\$220	\$175	
full page, color	\$330	\$260	
inside back cover, black and white	\$305	\$210	
inside back cover, color	\$460	\$315	
outside back cover, black and white	\$325	\$260	
outside back cover, color	\$490	\$390	
raffle prize contribution (list amount)			
goodie bag contributions (list item)			
registration (total from registration form)			
<b>I'd like to pay by</b> <input type="radio"/> credit card <input type="radio"/> check		<b>TOTAL DUE</b>	