



# Summer Safari '09

## Pre-Event Sponsor Information

### Saturday, July 10 – 2-6pm

Thank you for being a part of this wonderful family festival on July 10, 2010. Below is sponsorship information that you will need before the event and for the day of the event! Please call us if you have any questions!

### Event Information:

Summer Safari will take place at the Gaithersburg Kentlands Market Square. In addition to the activities at your tables, we will have a mini-carnival (some items charged), animals, and food for sale from 2-3 local food vendors. We will have 2-3 local performing groups prior to our feature performer, Recess Monkey, an award winning kids rock band from Seattle. The event takes place from 2:00-6:00 pm. You must be completely set up by 1:30, and you are required to staff your table for the duration of the event.

### Set-up Information:

The event takes place from 2:00-6:00 pm. You must be completely set up by 1:30, and you are required to staff your table for the duration of the event.

Set-up will begin at 12:00pm, and your setup must be completed no later than 1:30pm. The carnival games and music will be available for families starting at 2pm. One table will be provided for you. You are permitted to bring chairs, and a tent (up to 10'x10') to put over your table. If you require additional space for your animal-themed free kids' activities (tumbling area, craft area, etc...), and you haven't already discussed that with us, please call Paula Ross at 301-309-2FUN, ext 3 to let us know; we'll arrange your space accordingly.

NO OTHER BUSINESS is permitted to share your table space. We reserve the right to remove materials and/or exclude any business from the event which has not paid a fee. This is a privately-funded (free to the public) event; representatives from political campaigns are not permitted to walk around the event, but are permitted to purchase table space at the event to hand out materials.

Parking is available in the lots surrounding the festival. When you arrive at the festival site, please check in with the Andy's Parties/Great Kids Events staff members at the table directly outside of city hall to be directed to your location.

## Food Vendors:

Food vendors who sell or sample food at the event must obtain proper permits from the local health dept, and must also complete the food vendor form provided by Andy's Parties; our official food vendor sponsors for the event are TBD. These vendors have the exclusive rights to sell their food products at the event. Food vendors will be located between the pavilion and the carnival activities, near the picnic tables. You will be able to pull your trucks up against the curb and set up on the lawn, tapping into electricity at the pavilion. You must bring your own extension cords.

## Advertising:

Event posters: Event posters with all sponsor logos will be placed in businesses and public places around Montgomery, Howard, Frederick, and Fairfax Counties. Event posters without the sponsor logos will also be produced for placement in certain locations, as we've learned through experience that not every family-friendly business will hang a poster with others' logos on it and not theirs! No matter what, we want to get people there to see the festival and what you have to offer! We will be providing you with several posters to hang at your business locations and also to pass around to nearby locations. We will also provide you with a pdf of the event poster for emailing and printing as you like.

Event Banners: A large banner with all sponsor logos will hang on the main stage at the event, and 2-3 event banners will also hang around town to advertise the event.

Online Presence: We will be publicizing Summer Safari on parenting websites such as DC Urban Moms, Our Kids, Giggles on the Go, Washington Parent, DC Baby, DC Mom, and many Parenting Group websites and listservs. Additionally, the event poster (complete with sponsor logos) will be issued to the full Andy's Parties/Great Kids Camps email list via Constant Contact (approx 10,000 families with kids). We will provide you an electronic poster should you want to do the same thing. Please utilize your own email lists to make sure your patrons know that you are participating in this terrific event!

Other Publicity: Our publicity arm will work with the publicists for Recess Monkey to reach out through extensive typical media outlets to spread word about Summer Safari throughout the DC metro area.

Sponsors providing their payment and jpg logos by June 1<sup>st</sup> will be included in all relevant marketing materials. As available, additional sponsors/participants may register, but logos will not be added to print materials after this date.

**THIS EVENT WILL OCCUR RAIN OR SHINE - THERE WILL BE NO SPONSORSHIP REFUNDS.  
PRE-EVENT PUBLICITY FOR YOUR BUSINESS AND THE EVENT WILL BE SUBSTANTIAL!**

Please contact Paula Ross at  
Andy's Parties/Great Kids Events for additional information  
301-309-2FUN, ext 3 or paula@andysparties.com

## **Summer Safari 2009 Tentative Stage Schedule:**

Reminder to performers: we will all be sharing the stage to make this a terrific event! Please let Paula know about your stage needs and what equipment you'll be bringing. You may need to keep your equipment in the wings before or after your performance while others perform.

### **PRE-EVENT**

12:00 - 12:30: DJ Setup and soundcheck

12:30 - 1:00: Opening Act setup and soundcheck (will be scheduled based on opening act selections)

1:00 - 2:00: Robbienoceros setup and soundcheck

### **TENTATIVE EVENT SCHEDULE**

2:00: Event Kick-off With DJ

2:30 - 3:00: Opening Act(s) TBD

3:15 - 3:45: Music by Mark's Music Factory

4:00 - 5:30: Featured Act: Robbienoceros

The rarely-seen combo of Robbie Schaefer and Rocknoceros!

5:30 - 6:00: closing act(s) or DJ