

**10th Annual Back to School Fair**

**Sponsorship Opportunities & Exhibitor Info**

WHO: Meet, interact, and showcase services or products to 7,000+ parents and school-age children.

WHAT: Back to School Fair is an amazing opportunity for businesses to communicate, interact, exhibit products and market services to thousands of Tampa Bay area families on one day under one roof! Attendees want to learn about everything from after-school activity providers, to tutoring services, doctors, yoga and fitness providers, law firms, dentists, food and clothing manufacturers, restaurants, wireless providers, and lots more.

WHERE: Westshore Plaza, 250 Westshore Plaza, Tampa, FL 33609

WHEN: Saturday, August 5, 2017 10 am to 3 pm – ***SALES TAX HOLIDAY WEEKEND!!***

WHY: Tampa Bay Parenting Magazine's Back to School Fair provides the most cost-effective way for you to communicate with 7,000+ local families about your business, product or service.

Moms and Dads love the “1-Stop Shopping” aspect of Back to School Fair - they can talk to almost 100 activity providers, buy school clothes and supplies (*with no sales tax!*), get their kids' back to school shopping done, and learn about interesting businesses and products all in one location, face to face.  Busy parents appreciate Back to School Fair because they can get all their back to school shopping and planning done in one place on one day!

Free backpacks to the first 500 kids! Six $500 scholarships raffled off. Additional prizes raffled off throughout the day!

HOW: Go to [www.BackToSchoolFair.com](http://www.BackToSchoolFair.com), call 813.949.4400, or email craig@tbparenting.com to register or for more info!

COSTS: Exhibitor space is $995, with discounts available to Tampa Bay Parenting Magazine advertisers.

Sponsorship levels range from $1,500 to $20,000.

**Back to School Fair Naming & “Principal Sponsor” $20,000 - Only 1 Available!**

* Naming rights - Back to School Fair Presented By XYZ Company!
* Branded presence on all event signage and marketing collateral
* Opportunity to display signage throughout Back to School Fair
* Inclusion in all media relations and promotional campaign activates
* Opportunity for spokesperson from Sponsor to participate in radio and television interviews if available
* ***Largest Exhibitor Space at event*** – 4-6 tables, 30x30 space!
* ***Highest Traffic*** exhibit location at Back to School Fair
* Full Page ad on BACK COVER of Back to School Fair Program
* Full Page ad in THREE ISSUES of Tampa Bay Parenting Magazine
* Leaderboard ad on [www.TampaBayParenting.com](http://www.TampaBayParenting.com) for THREE MONTHS
* Opportunity to speak or present on Main Stage

**Back to School Fair “Favorite Teacher Sponsor” $7,500 - Only 1 Available!**

* Branded presence on some event signage and marketing collateral
* Opportunity to display signage throughout Back to School Fair
* Inclusion in all media relations and promotional campaign activates
* ***Triple Exhibitor Space*** – 4 tables, 20x10 space!
* ***Premium High Traffic*** exhibit location at Back to School Fair
* Full Page ad on INSIDE FRONT COVER of Back to School Fair Program
* Full Page ad in JULY AND AUGUST ISSUES of Tampa Bay Parenting Magazine
* Leaderboard ad on [www.TampaBayParenting.com](http://www.TampaBayParenting.com) for two months
* Opportunity to speak or present on Main Stage

**Back to School Fair “Straight-A’s Sponsor” $5,000 - Only 1 Available!**

* Branded presence on some event signage and marketing collateral
* Opportunity to display signage throughout Back to School Fair
* ***Double Exhibitor Space*** – 2 tables, 20x10 space!
* ***Premium High Traffic*** exhibit location at Back to School Fair
* Full Page ad in Back to School Fair Program
* Full Page ad in August Issue of Tampa Bay Parenting Magazine and leaderboard on tbparenting.com

**Back to School Fair “Recess Sponsor” $2,500 - Only 4 Available!**

* ***Double Exhibitor Space*** – 2 tables, 20x10 space!
* ***Premium High Traffic*** exhibit location at Back to School Fair
* Full Page Ad in Back to School Fair Program
* Half Page Ad in August issue of Tampa Bay Parenting Magazine
* Logo Placement

**“Class Sponsor” & Premium Exhibitor $1,500 – Only 10 Available!**

* 8x8 Exhibitor Space consisting of 1 table and 2 chairs
* ***Premium High Traffic*** exhibit location at Back to School Fair
* Full Page Ad in Back to School Fair Program
* Logo Placement

**Exhibitor $995 – Only 40 Available!**

* 8x8 Exhibitor Space consisting of 1 table and 2 chairs
* Stand exhibitor location in Westshore Mall – upgrade to high traffic space for $500