

PLAYGROUND

Music & Arts Fest

05.01.11 @ Lake Eda



MEDIA
KIT



*arts summer camp fair * live music * live performances * family activities*

Contact Chrissy Allen for sponsorships and performance opportunities
at 321-281-7255 or chrissy@playground-magazine.com.

So cool it's hard to put into words ...
but we'll try.

killer live music
cutting edge dj's
temporary tats
belly dancers
punk rock hairdos
jam sessions
puppet parade
family pampering
summer camp expo
student art show
hot wheels racing
creative performances
breakdancing
rock wall
story time
kiddie yoga
make-your-own music video
drum circle
model castings
art centers
grafitti wall
pottery station
cirque-style face painting

and whatever else you can blow our minds with.

PLAYGROUND Music & Arts Fest
Mission Statement:

Cultivating community, creativity and the local arts programs
through a festival that will impress both kids and parents.

Event Overview

PLAYGROUND Magazine presents the 3rd annual PLAYGROUND Music & Arts Fest for Central Florida families. Sponsored by Orange County Arts Education Center, the fest will blow your mind on May 1 with live performances on two stages, an arts summer camp expo and a local student art show presented by Orange County Schools. Attracting the attendance of more than 12,000 locals, you won't want to miss this amazing marketing, advertising, sponsorship and promotional opportunity.

WHERE: Lake Eola

WHEN: Sunday, May 1, 2011

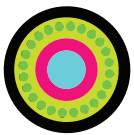
TIME: 10 a.m - 4 p.m.

WHO: Between 10,000 to 12,000 attendees

WHY: Central Florida parents want a modern festival their entire family can enjoy.

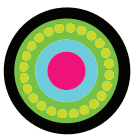
Advancing the Arts in Central Florida

The **PLAYGROUND Music & Arts Fest** will combine several events into one gigantic symphony of arts and arts advocacy.



Artsy-Fartsy Performances

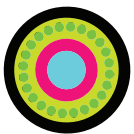
In addition to local bands, the festival features artistic performances by many non-profit organizations. Lake Eola is surrounded by two stages, mobile street performers and interactive tents that showcase the most creative non-profit organizations and their artistic performances.



we Give Back

This event supports local charities by donating 10% of each sponsorship to the following three organizations: Apple A Day Foundation (www.jaydedonovan.com), Runway To Hope (www.runwaytohope.com) and Make-A-Wish Foundation of Central and Northern Florida (www.wishcentralfl.wish.org). These charities will also be accepting donations for their causes:

- Apple A Day will be collecting old iPhones
- Runway To Hope will be raising money through Tatum's Lemonade Stand
- Make-A-Wish Foundation will be collecting gently used designer handbags for the Bag Ladies Brunch fundraiser



The Arts Summer Camp Fair

The Orange County Arts Education Center will be holding the 4th Annual Arts Summer Camp Fair at the PLAYGROUND Music & Arts Fest. The Summer Camp Fair will showcase arts groups from all over Central Florida, providing families with the opportunity to "one stop shop" for their summer camp plans.



Sponsorship Opportunities



ROCK STAR SPONSORSHIP \$6,000

- Inside Front Premium Position Full Page Ad in the Spring or Summer 2011 issue of *PLAYGROUND Magazine* (value \$2,875).
- Prominent highlight in the PLAYGROUND Music & Arts Fest highlight in the Spring 2011 Issue of *PLAYGROUND Magazine*.
- Sponsor gets individual canopy tent (10' x 10') with signage, table, chair and electricity (if required). Sponsor to pay additionally for generator.
- Logo will appear on all promotional materials including: Official web page, poster, banner, press releases, advertising, paparazzi photo wall, invitations, e-newsletters and Facebook.
- Highlight in the online event commercial.
- Custom product placement throughout event.
- Prominent signage visibility throughout event.
- 20 P.A. announcements that reach the entire event.

“I'M WITH THE DJ” SPONSORSHIP \$3,000

- One half-page ad in the Spring or Summer 2011 Issue of *PLAYGROUND Magazine* (value \$950)
- Editorial mention in the PLAYGROUND Music & Arts Fest highlight in the Spring 2011 Issue of *PLAYGROUND Magazine*.
- Each sponsor gets individual canopy tent (10' x 10') with signage, table, chair and electricity (if required). Sponsor to pay additionally for generator.
- Logo will appear on all promotional materials including: Official web page, poster, banner, press releases, advertising, paparazzi photo wall, invitations, e-newsletters and passes.
- 10 P.A. announcements that reach the entire event.

GROUPIE SPONSORSHIP

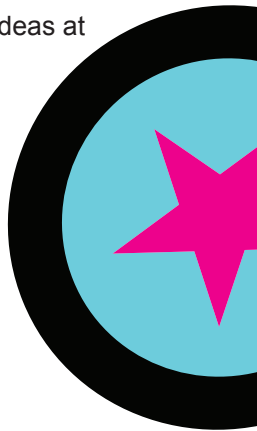
- Custom sponsorships are available and encouraged. Please contact Chrissy Allen to brainstorm your ideas at chrissy@playground-magazine.com or 321-281-7255.

MEDIA SPONSORSHIP

PLAYGROUND Magazine is currently accepting proposals for media sponsors.

- Radio
- Television
- Billboard
- Print
- Online

Please contact Chrissy Allen at 321-281-7255 or chrissy@playground-magazine.com to confirm your sponsorship.



Exhibitor Packages

To register as an exhibitor go to playground-magazine.com/pmaf

EXHIBITOR SPACE: \$275

- One 6' table, two chairs and 10' x 10' space (exhibitor to supply tent)

EXHIBITOR SPACE WITH AD CONTRACT: \$175 + ad cost*

One 6' table, two chairs and 10' x 10' space (exhibitor to supply tent)

* All exhibitors receive a one-time PLAYGROUND Music & Arts Fest discounted ad rate as follows:

- Full Page - \$1,650
- Half Page - \$950
- Quarter Page - \$550

FOOD AND BEVERAGE VENDORS: \$275

- One 6' table, two chairs and 10' x 10' space (exhibitor to supply tent)
- Vendor must be licensed and carry a permit required by the city to sell food and/or beverages.

Exhibitor Space for Non-Profits

- Special funding is available for non-profit organizations. Contact Ray Gargano with Orange County Arts Education Center at 407-540-9916 or via e-mail at ray.gargano@ocaec.org.

LIVE STAGE PERFORMANCES

Interested in performing at the PLAYGROUND Music & Arts Fest? We are looking for the coolest and most creative entertainment to rock our main stage.

Rock 'N' Roll, Reggae, Hip Hop, Stomp, Crunk, River Dance, Dueling Fiddles, Magic, Fire Dancing and whatever else you can think up will be considered.

Time slots are going quick, so e-mail Chrissy Allen at chrissy@playground-magazine.com if you are interested. Include the following details: Name, contact info, type of entertainment, video or demo (if applicable).

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