

Georgina Cares Kidfest

Saturday, May 24th, 2008

11am-5pm

Georgina Ice Palace

Vendor Information

As a local children's organization, *The Georgina Cares Fund* is committed to giving back to the community, providing extra-curricular activities and medical equipment to children or by helping families through troubling times. Now, the organization would like to go one step further. Kidfest will help families discover the organizations and resources available to them in their own backyard. No one will ever again be able to say, "There is nothing for kids to do in Georgina!"

On **May 24th, 2008**, the Town will have its first annual ***Georgina Cares Kidfest*** from **11am - 5pm at the Ice Palace**. Booths and activities will be set up in the upstairs hall, gym and back parking lot. **It's a one-stop shop for all things kid related in The Town of Georgina!**

The Hall will accommodate 38 vendors, each with their own 6-foot table and two chairs. Table rentals are available for local organizations, business, summer camps, etc. They must offer some kind of product, program or service for children.

The Gym will be set up as a performance Area. Organizations will be given the opportunity to reserve time for this area. A dance troop can perform, choir can sing, etc. Interactive activities will also be taking place in this area including displays from Georgina Fire and York Regional Police.

The Back Parking Lot will feature larger activities. These include, but are not limited to: A Fire truck, Bike Rodeo, Car Seat Clinic and BBQ.

Attendance

This is a free event for the community however; donations will be accepted at the door for The Georgina Cares Fund. Our organization will have a booth at the front entrance with info about our organization and bags for attendees. The bags will already have information about Georgina Cares and the event's Gold and Silver sponsors. It's will be a useful carryall for the additional information they will receive from vendors.

Advertising

As a gold sponsor, The Georgina Advocate will be supplying an ad in the March Camp Guide, and an article and two ads in the Advocate just prior to the event.

Other Advertising plans include: An 8-minute segment on Daytime York Region and on-air advertising with Local Notes (Rogers Television programs), planned press releases and calendar advertising (POP Calendar-yorkregion.com and Kathy Foch's newsletter/newspaper calendar) and the use of the Ice Palace Marquis and televisions inside each of the arenas. Both School Boards will be contacted to get approval for notes to be sent home with students at each of the 18 Georgina schools.

Promotion

A request for media coverage will be made to The Georgina Advocate, Rogers Television, CFTO News, A-Channel News, The Pefferlaw Post, Town Crier and Gazette among others.

Information about The Georgina Cares Kidfest and it's sponsors will be available on our website.

Posters will be made and distributed to local businesses.

Promotional Opportunities during the event include: banner on site, signage on and off-sit, web initiatives, vendor information bags.

The Georgina Cares Fund – Overview

The Georgina Cares Fund provides funding to children up to the age of 15, who live in the Town of Georgina, to take part in extra-curricular activities or for special needs when their parents/guardians cannot afford to do so.

Over the last 11 years, *Georgina Cares* has helped hundreds of local kids by funding their hockey, summer camps, music lessons or grade-booster programs, just to name a few. They have also provided funding for braces, or other medical equipment.

Georgina Cares also helps local families with their one-time Compassion Fund. If a family has experienced significant changes...medical, divorce, death...funding (often in the form of gift certificates for groceries or gas) may be available to help eliminate some of the financial stress during this time.

Up until now, the organization has run only one event each year. The Georgina Cares Live Television Auction airs each fall on Rogers Television and is the organization's single biggest annual fundraiser.

Contact Information

For more information, please contact Jennifer Anderson, Program Administrator for The Georgina Cares Fund:

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L4P 3G1

By Phone:

(905) 476-4305 X517

By Computer:

www.georginacares.com
georginacares@rogers.com

Sponsorship Opportunities

We have created a strong sponsorship program that will maximize your company's exposure leading up to and during The Georgina Cares Kidfest. Please contact us for more information.

Georgina Cares Kidfest would like to thank all of the local businesses that have already signed on to sponsor this exciting event!!!!

Gold

GEORGINA
ADVOCATE

476 HOME (4663)
Comforting to know you can always phone WORK to List 'n' Sell

476 LIST (5478)
My direct line line Easy to remember

Keswick RealEstate .CA
Keswick's Real Estate Centre
A local touch worldwide

989 MOVE (5603)
Client Service With It

Kathy Foch
KCW

Prudential Renascent Realty, Brokerage
1-877-356-7034
An Independently Owned & Operated Broker Member of The Prudential Real Estate Alliance, Inc.
Keswick & Georgina's #1 Prudential Sales Representative since 1999 - 1st and Only 'Legend Award' winner in York Region

THUMBS UP!
Georgina Family Safety Fingerprint Kits for your community events

Silver



Bronze

Joseph P Smyth Insurance Agency Inc.
State Farm Insurance