



LeFrak Center at

@lakeside

PROSPECT PARK

# Hip Tot Family Day @ Lakeside

is the perfect place to connect  
with your core demographic

**Hip Tot + Lakeside** are teaming up again to  
bring on the fun with four (4) **FREE Family Day** events for  
the 2015 season

**Second Sundays | June-September | 11am-2pm**

The 47,000 square foot indoor / outdoor skating rink and public space is the 'in' spot  
for thousands of local families with great FREE programming each month.



Hip Tot | Lisa Munjack [lisa@hiptot.com](mailto:lisa@hiptot.com) 917.913.8512  
[hiptot.com](http://hiptot.com) | Facebook Twitter Pinterest Instagram: hiptot

**Breakdown:** Hip Tot Family Day @ Lakeside includes entertainment, activities, community, and free giveaways for clients with children ages 0-8, free of charge.



Music – Hip Tot books musicians and performers with proven experience in entertaining families with small children.



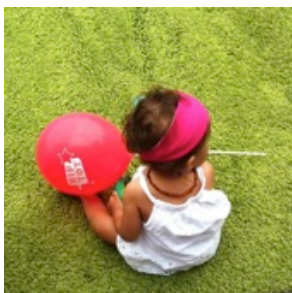
Story – Hip Tot hires local authors/illustrators for story time readings at each event. Attendees are able to meet and talk to the author/illustrators as well as purchase signed copies of books.



Crafts – Craft and activity experts are hired by Hip Tot to run tables with all the supplies provided to keep the crowd occupied throughout events.



Community – We open our stage to local community groups for performances in an effort to show support for their talent.



Giveaways – Balloons and temporary tattoos are provided from Hip Tot for all guests. On some occasions goody bags are given to attendees in an effort to help promote sponsors and performers.

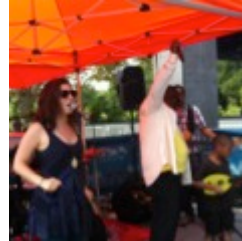


Marketing – Hip Tot works in conjunction with venues to promote concerts and events. Social media as well as traditional media contacts and local family email list are utilized for promotion.



# Talent

- Bob McGrath of Sesame Street
- Grammy Winner Father Goose
- Grammy Winner The Okee Dokee Brothers
- Jeremy Plays Guitar
- The Trummytones
- Audra Rox
- Rolie Polie Guacamole



# Event Marketing

Hip Tot Family Day @ Lakeside is promoted via social media, traditional press releases, blog postings, email blasts, signage, and street team marketing

- E-mail blasts are sent for each event to both Hip Tot and Lakeside Brooklyn subscribers, reaching over 10,000 local Brooklyn residents
- Social media posts via Lakeside Brooklyn and Hip Tot reach over 9,000 Facebook impressions and over 3,000 twitter followers.
- Press Releases and media blasts are sent from both Hip Tot and Lakeside Brooklyn to over 1,000 media outlets
- Hip Tot's main demographic is families with children ages 0-11
  - The median ages of parents are 35-44 with some in the 25-34 age range
  - Hip Tot families average two children per family

# Publicity

## Hip Tot Family Day @ Lakeside Event Listing:

- *The New York Times, Spare Times for Children*
- *The New York Post*
- *Time Out Kids*
- *New York Family*
- *Prospect Park Alliance Calendar of Events*
- *RedTricycle.com*
- *MommyPoppins.com*
- *AchildGrows.com*

## Hip Tot Family Day Mentions:

- *Brooklyn Magazine Top 50 Things to do With Your Kid This Summer, 2014*
- *Time Out Kids nominated Hip Tot for Best Place to See a Family Concert 2014*
- *News 12 Brooklyn*

## Lakeside Brooklyn Mentions:

- *NY1*
- *Daily News*
- *The New Yorker*

# Sponsors:

- *Plum Organics*
- *UrbanSitter*
- *Happy Family Brand*
- *Carpingo*
- *Dumbo Storage*
- *NY Kids Club*
- *Barclay's Center*
- *AlexToys*



# Sponsor+Vendor

Hip Tot Family Day at Lakeside offers a great opportunity to reach the core family demographic in a direct, personal, interactive and unique way. Sponsor packages are built to cater to brands' specific needs, assuring they receive full exposure -- whether at the event itself -- or reaching the audience online before and after the events.

- **\$8,000 – Title Sponsor for 4 Hip Tot events**

This sponsorship is category exclusive. One sponsor will receive the following for each of the 4 Hip Tot shows:

- Prominent logo placement on step and repeat.
- Logo above the event logo on all printed materials, including posters, invites, flyers and banners.
- Ad on Hip Tot website for 6 months with link to your site.
- Exclusive email blast to the Hip Tot email list. Can feature a special offer.
- Prominent mention in press release to our carefully curated media list of over 200 contacts.
- Two posts weekly for 3 weeks prior to the event on all social media mentioning your brand and featuring a special offer.
- One dedicated blog post on [hiptot.com](http://hiptot.com)
- Vendor space at each show.
- One promotional item/discount offer in gift bags.
- Public acknowledgement from stage during event.
- Opportunity to incorporate your business/product into an activity.
- Photo opportunity with Hip Tot talent and your product
- Hip Tot also offers an enhanced experience for our Title Sponsor, where we will hire a face painter or other "entertainer" to attract crowds to your space.

- **\$4,500 – Super Hip Sponsor for 2 Hip Tot events**

We will accept up to three (3) category-exclusive Super Hip Sponsors per show. You decide which shows you'd like to sponsor. Each Super Hip Sponsor will receive the following for each of the 4 Hip Tot shows:

- Logo on all printed materials, including posters, invites, flyers and banners.
- Ad on Hip Tot website for 1 week prior to each event with link to your site.
- Mention in press release to our carefully curated media list of over 200 contacts.
- One post prior to the event on all social media mentioning your brand and featuring a special offer.
- Vendor space at each show.
- One promotional item/discount offer in gift bags.
- Public acknowledgement from stage during event.

- **\$1,500 – Single Event Sponsor**

Single Event Sponsor will receive the following benefits for one event. There is no commitment beyond this event, though a discount on future sponsorships will apply if sponsor decides to upgrade to Super or Title Sponsor after the first event sponsorship is a smashing success.

- Logo on all printed materials, including posters, invites, flyers and banners.
- Ad on Hip Tot website for 1 week prior to each event with link to your site.
- Mention in press release to our carefully curated media list of over 200 contacts.
- One post prior to the event on all social media mentioning your brand and featuring a special offer.
- Vendor space at each show.
- One promotional item/discount offer in gift bags.
- Public acknowledgement from stage.

- **\$350 – Not ready to commit. I Just Want to Be a Vendor.**

Bring your brand ambassadors and get your business front and center with families and kids that are ready to have a great time.

*Customized sponsor packages available upon request.*

