

## SPONSORSHIP FOR KOOL KIDS NETWORK EXPO 2011

---

The levels of Sponsorship available are as per listed below :-

<b>Platinum Sponsor</b>	-	<b>RM10,000</b>
<b>Gold Sponsorship</b>	-	<b>RM 8,000</b>
<b>Silver Sponsorship</b>	-	<b>RM 6,000</b>
<b>Bronze Sponsorship</b>	-	<b>RM 4,000</b>

Platinum Sponsor RM10,000	Gold Sponsorship RM8,000	Silver Sponsorship RM6,000	Bronze Sponsorship RM4000
RM6,000 Cash & RM4,000 worth product	RM5,000 Cash & RM3,000 worth product	RM4,000 Cash & R2,000 worth product	RM3,000 Cash & RM1,000 worth product
Free 4 booths	Free 3 booths	Free 2 booth	Free 1 booth

All the sponsors' logo will be printed at our advertisement and promotional (A&P) activities for the 3<sup>rd</sup> Kool Kids Network Expo 2011.

Below are some of the highlights:

### **Press Media**

Newspaper (Sin Chew Daily) among the most popular Chinese Newspaper and reigns the most supreme advertisement tools for widest readership as promotional activities of any sort. The partnering of **Kool Kids Network** with popular local newspaper will create an impact especially during the periods approaching the event.

### **AMP Radio Networks**

AMP Radio Networks represent Three (3) of the radio channels which are most popular amongst the Malaysian listeners, namely Hitz FM, My FM, and Era. **Kool Kids Network** is proud to work closely with AMP Radio Networks to promote and raise awareness on air.

### **Local LCD T.V Advertisement Panels**

**Kool Kids Network** this year will be using LCD advertisement screening as part of its promotional and awareness campaign for the function. In this respect, **Kool Kids Network** will be working closely with Phywer Advertisement to broadcast news on our **Kool Kids Network** function.

## Outdoor Advertisement

Outdoor advertisement will be hoisted at strategic locations shortly and during the exhibition period to raise awareness to our local community. These will come in the shape of street buntings, banners, as well as flyers and membership application forms which will be distributed to schools, kindergartens and childcare centres.

## Mascot and continuous public relations activities

Mascot plays a vital role as an identity for children in associating the **Kool Kids Network** and its activities. At **Kool Kids Network 2011**, we welcome any brands of mascot involved in various companies throughout the program, to create maximum exposure for the event as well as marketing tools for exhibitors to promote their products and services.

## E-card Advertisement

The **Kool Kids Network** this year will be using e-card information to facilitate the fast and effective distribution of vital information to members' parents with regards to the function and its activities.

Sponsors for the **Kool Kids Network 2011** will have their logos imprinted or names mentioned in all our advertisements and promotional program as mentioned above.

