



Dear Business Partner:

Hooray For Family publication of Waco is proud to present the  
**14<sup>th</sup> Annual Waco Family Fun Fest!**

The event will take place on Saturday, April 4, 2020 from 9 a.m. - 2 p.m. at the Extraco Events Center General Exhibits Building.

Vendors at the event offer free activities and information on summer camps, birthday parties, childcare and community outreach. Some of our popular activities include the following:

- Bounce House Fun Zone
- Character Meet & Greet
- Live Entertainment
- Petting Zoo
- Princess Tea Party
- Skating Area
- Touch-A-Truck
- Trackless Train

Our desire is to create a free event for the public and help out the local food banks in the process. Admission to the festival is FREE with the donation of a canned food item. So far, we have donated almost 28,000 pounds of food to Caritas! The entire event is paid for by sponsorships and would not be possible without businesses like you!

In addition to the Family Fun Fest ad in the *Hooray for Family* publication, over 20,000 fliers are distributed throughout local schools. All of this brings the need for more sponsorships.

This will be a great event for the families of Central Texas and we hope to have your support!

Sincerely,

Hooray For Family Publication  
254-848-8308  
office@bergerpublishing.com  
www.HoorayforFamily.com





**Saturday, April 4, 2020 • 9 a.m. - 2 p.m.**  
**Extraco Events Center General Exhibits Building**

## **Sponsorship Opportunities**

### **Stage Sponsor - \$3,000 (Limited to 1 Sponsor)**

- Double booth space (2 - 10' X 10' booths)
- 1 - 3' X 6' banner on stage (provided by sponsor)
- Logo on Family Fun Fest homepage and hotlink to website
- Logo placement on all promotional advertisements including:
  - All upcoming issues of Hooray for Family publications prior to event
  - 20,000 school flyers
  - All print advertisements
  - All radio spots
  - Event signage
- Live stage recognition at event

### **Entertainment Sponsor - \$750 (Limit 1 per Entertainment Area)**

(e.g., Touch-A-Truck, Princess Tea Party, Bounce House Fun Zone, Diaper Derby)

- Single booth space (10' x 10' standard booth)
- Signage at entertainment area
- Recognition on Family Fun Fest entertainment web page
- Recognition in March & April issue of Hooray for Family publication
- Live stage recognition at event

### **Goodie Bag Corporate Sponsor - \$500 (Limited to 4 Sponsors)**

- One color logo on 500 goodie bags (only 1 logo per type of business - e.g., only 1 dental office)
- Live stage recognition at event

### **Banner Sponsor - \$250 (Limited to 6 Sponsors)**

- 1 - 3' X 6' banner with logo on stage (provided by sponsor)
- Recognition in March & April issue of Hooray for Family publication
- Live stage recognition at event

### **Goodie Bag Insert - \$150**

\*Show bag inserts are limited to 250 and must be no larger than 8.5" x 11". Inserts must be mailed, or delivered in advance for receipt by **March 13, 2020**.



**14th Annual Waco Family Fun Fest**  
**Saturday, April 4, 2020 | 9 a.m. – 2 p.m.**  
**Extraco Events Center General Exhibits Building**

**IT'S ALL ABOUT FAMILY...and it's all about you!** If you are an active Hooray for Family advertiser, you are invited to participate in our **14th Annual Waco Family Fun Fest**. It's a great opportunity to showcase the products and services you offer Central Texas families including birthday parties, summer camps/programs and enrichment classes.

**Frequently Asked Questions:**

**Q. I want to reserve a booth. What do I need to do?**

**A.** If you are an active **Hooray for Family** print or online advertiser, simply fill out and return the enclosed Booth Reservation Form no later than Friday, March 13, 2020. Mail to: 8441 N. State Hwy. 6, Waco, TX 76712

**Q. If I am not an active Hooray for Family advertiser, what do I need to do?**

**A.** To reserve a booth at the FEST, you must be a print or online advertiser starting in March 2020. Call our office and we will review the options with you.

**Q. How much does it cost to exhibit at the FEST?**

**A.** There is **NO COST** to set up, display, and/or demonstrate at the Family Fun Fest for Hooray for Family advertisers.

**Q. Why did you choose the Extraco Events Center General Exhibits Building?**

**A.** This is a well-known facility in Waco that has room to accommodate many people, and provides great set-ups (ample parking, outlets, restrooms, and concessions) for an event of this size.

**Q. What will be provided for my booth?**

**A.** Each booth will have an 8 ft. table with table covering, 2 chairs, pipe and drape, and company ID sign. Inflatables can be set up inside.

**Q. What should I plan to do or have in my booth?**

**A.** Bring handouts about your services, plus any other goodies you wish to provide. Consider offering show discounts, etc. Each booth is required to provide a carnival-type activity for children (no coloring sheets).

**Q. Can I sell products or services at my booth? (Accept money at the event?)**

**A.** Yes. If a parent purchases a product, books a party, or enrolls a child for your program, you may collect on the spot.

**Q. Can I serve food at my booth?**

**A.** Food products are allowed as FREE samples only. All vendors giving out food samples must have a McLennan County health food permit on hand at their booth.

**Q. Are you providing a stage?**

**A.** We will have a designated performance area and PA system for small group performances. See registration page to request a performance slot.

**Q. How will the Family Fun Fest be promoted?**

**A.** Fun Fest ads will appear in issues of Hooray for Family and on our website through April 2020. More than 20,000 school flyers will be sent home with area kids, and the event will be further promoted through numerous radio and social media promotional ads.

We look forward to hosting you at this exciting event! Your participation will make this a great **Family Fun Fest**. Save the date and start working now on booth activities, photos, displays, handouts, and your sales pitch! If you have any questions, please contact us!



**EXHIBITOR REGISTRATION**  
**14<sup>TH</sup> ANNUAL WACO FAMILY FUN FEST**  
Saturday, April 4, 2020 | 9 a.m. – 2 p.m.  
**Extraco Events Center General Exhibits Building**  
Exhibitor Set-Up: Friday, April 3, 2020 | 3 p.m. – 7 p.m.

Company name as it should appear on signage: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Electrical Needed?                      Y                      N      Companies requiring electricity must bring an extension cord

It is required to provide a carnival-type activity for children. (no coloring sheets)

Please describe your activity: (face painting, craft project, inflatable, games, etc. See list of ideas provided.)

Are you interested in performing on stage?                      Y                      N

Please specify type of performance: \_\_\_\_\_

Participation is open only to current Hooray for Family print and online advertisers or new advertisers who begin in March 2020. If you have questions about advertising in Hooray for Family, call our office: 254-848-8308

**Please select from the following:**

- \_\_\_\_\_ 10' X 10' standard booth space – **FREE** – must be current Hooray for Family advertiser.  
Each booth consists of an 8 ft. table with cover, pipe and drape, company ID sign and 2 chairs.
- \_\_\_\_\_ Stage Sponsor - \$3,000 (limit 1)
- \_\_\_\_\_ Entertainment Sponsor - \$750 (limit 1 per entertainment area)
- \_\_\_\_\_ Logo on 500 Goodie Bags - \$500 (limit 4)
- \_\_\_\_\_ Banner Sponsor - \$250 (limit 6)
- \_\_\_\_\_ Goodie Bag Insert – Must provide a promotional item or coupon for goods or services for FREE or at least 50% off
- \_\_\_\_\_ Promotional items (see list provided) \_\_\_\_\_

\_\_\_\_\_ **Total**

Method of Payment	Mail to:	Email to:
(Registration sent without payment will not be accepted)	Hooray for Family 8441 N. State Hwy. 6 Waco, TX 76712	office@bergerpublishing.com

☐ **Check** – Payable to Berger Publishing, LLC

☐ **Credit Card**: Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

**Billing Address:**

\_\_\_\_\_

\_\_\_\_\_

**Authorized Signature:**

\_\_\_\_\_



**EVENT REGISTRATION DEADLINE: March 13, 2020**  
254-848-8308 | [www.HoorayforFamily.com](http://www.HoorayforFamily.com)



## Activity Ideas for Family Fun Fest Booths

1. **Fishing Game** – Trifold cardboard decorated to look like an underwater scene with fish. Kids “fish” over the top and prizes are hooked onto line with clothespin.
2. **Ring Toss** - Toss plastic rings onto 20 oz. or 2-liter bottles (remove labels). Each bottle can contain colored water that corresponds with different prizes.
3. **Cup Toss** – Place a small toy or piece of candy in each plastic cup that is glued to a board. The child will toss a ping pong ball into the cups. If their ball lands in a cup, they win a prize.
4. **Toilet Paper Roll Bowling** – Stack rolls of toilet paper and have children roll a ball to knock them down.
5. **Bullseye** – Make a felt bullseye and have children throw velcro balls at it.
6. **Penny Toss** – Toss pennies or other small object onto a Twister mat. Prizes will be awarded according to color.
7. **Putt Putt Golf** – Create golf “holes” on a piece of Astroturf. Participants can try to get a golf ball into drawn hole or in cup if elevated using a plastic golf club.
8. **Face Painting** – Vendor booth must have at least two face painters.
9. **Photo Booth** – Provide photo booth background and props for pictures. Parents can take pictures of their kids.
10. **Guessing Booth** - Have five different jars (one for each hour of the Family Fun Fest) filled with different items. Children (or parents) can fill out a slip with a guess. Announce a winner every hour. The winner will receive the filled jar as their prize.
11. **Sucker Game** – Foam cone or standing cardboard with small holes. Stick Dum Dum suckers in each hole. Kids then pull out sucker to see if they win a sucker or a prize.
12. **Duck Pond** – Paint colors or numbers on bottoms of rubber ducks. Children win a prize according to the number or color on the bottom of the duck chosen. Vendors can use foam peanuts, etc. in wading pool if they are concerned about water being too messy.
13. **Cake or Treat Walk** – Give cupcakes, small cakes or cookies for prizes. **(no nuts please, due to allergies)**



## Early Bird Special on Family Fun Fest Promotional Items

*The following prices do not include tax and freight. All logos received must be vector art, or a \$25 art fee will apply.*

1. **Bic Click Stick Pens**  
300 minimum - \$.58 each (no set-up fee) - one color imprint
2. **Stadium Cup – 16 oz. smooth**  
250 minimum - \$.83 each (\$30 set-up fee) - one color imprint
3. **Squeeze Water Bottle – 20 oz.**  
200 minimum - \$.89 each (\$50 set-up fee) - one color imprint
4. **Sticky Note Pad – 3"x3"**  
500 minimum - \$.74 each (no set-up fee) – full color imprint
5. **Highlighter**  
300 minimum - \$.92 each (no set-up fee) - one color imprint
6. **Chip Clips**  
250 minimum - \$.99 each (\$55 set-up fee) - one color imprint
7. **Hand Sanitizer – 2 oz. (fresh citrus scent)**  
250 minimum - \$1.02 each (\$55 set-up fee) – full color imprint
8. **Band Aid Carrier**  
250 minimum - \$.89 (\$55 set-up fee) - one color imprint
9. **Magnetic Picture Frame**  
250 minimum - \$.86 each (\$40 set-up fee) - one color imprint