



Child Care Connection-NS Marketing Package 2011-2012

September 2, 2011

Dear Supplier,

Child Care Connections is pleased to offer a variety of marketing opportunities to assist you in promoting your goods and services to child care centres in Nova Scotia and across Canada. These opportunities have a proven track record and are designed to give your organization a means of reminding, informing, and influencing purchasers within the child care community.



Annually, licensed child care centres in Nova Scotia spend over \$9,000,000 on goods and services to help them in providing child care programs for over 13,000 families. On a regular basis, Connections communicates with all of these centres as well as other individuals and groups within Nova Scotia and across the country.

By advertising with Child Care Connections, you can reach these consumers directly.

The marketing opportunities Child Care Connections offers to you include:

- Sponsoring or advertising in the mail-outs of the **Connections Journal** and the **Celebration Newsletter**
- Advertising in the **Child Care Conference Participant Folder**
- Exhibiting in the **Child Care Conference Trade Show**
- Sponsorship of an award presented at the Awards and Recognition dinner at the conference
 - **Early Childhood Learning and Care Awards of Excellence (ECLC Awards)**
 - **Early Childhood Care and Education 20+ Service Award (ECCE 20+ Service Award)**
- Sponsorship of the **Awards and Recognition Dinner Gala**
- Sponsorship of **Child Care Awareness Days Events** and **Professional Development Opportunities**
- Our **web site** provides an opportunity for **advertising**. Our offerings are being developed, and we will let you know as soon as they are available.

As a non-profit organization, advertising sales and sponsorship are key ways for Child Care Connections to raise the funds necessary to continue providing activities and services to the child care community. By doing business with Child Care Connections, not only will you be directly reaching many consumers within the child care community, you will also enable us to do our important work to enhance the quality of Nova Scotia child care.

For your information, each marketing opportunity is described fully in this package. Please feel free to contact Child Care Connections with any questions or concerns, at (902) 423-8199 or 1-800-565-8199 (*Atlantic Canada*). We value your business, and hope that these marketing opportunities provide many lasting and lucrative relationships.

Sincerely,

Elaine Ferguson & Patricia McCormack
Child Care Connections

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 **423-8199**
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email

info@cccns.org
website
www.cccns.org

Child Care Connections <www.cccns.org>

Phone: (902) 423-8199 or 1-800-565-8199 (*Atlantic*) Fax: (902) 492-8106 Email: info@cccns.org



Child Care Connection-NS Marketing Package 2011-2012

Connections Journal & Celebration Newsletter

Child Care Connections puts together two mail-out packages to communicate with the child care community and other stakeholders. Total distribution for these mail-outs is approx **1,000** and includes all licensed child care centres in Nova Scotia, as well as a number of individuals and groups in Nova Scotia and the rest of Canada.



Marketing Opportunities

The package includes three components:

- **Connections Journal**

The journal is a four-page 8 x 11" publication. This topical article publication is designed as a "keeper" publication. The journal is three-hole punched for easy storage and continued referral and usage. **Connections Journal** is produced in high-quality black and white text on sea foam green masthead.

- **Connections Journal Exclusive Sponsorship**

Ad Placement	Size	Cost per ad
Back page	7.5"(w) x 2.75"(h)	\$180

- **Celebration Newsletter**

A two page 8.5 x 11" publication, printed front and back, the newsletter includes a bulletin board for upcoming events and opportunities relevant to the child care sector, and news from CCCNS and sister organizations, CCECENS, CPRPS and NSCCA.

Celebration Newsletter Sponsorship

Ad Placement	Size	Cost per ad
Front Page	2.5"(w) x 3"(h)	\$80

- **Inserts**

Advertising inserts are also included in the mail-out. This is a great way to announce sales and new products, and to highlight products or services that relate to the journal theme or the season.

Ad Placement	Size	Cost per insert
Inside mail-out package	5 grams or part thereof	\$180

Deadlines

Deadlines are the same for both sponsorships and inserts.

Volume	Mail-out Date	Deadlines
Vol. 15.2	November 15/11	November 1/11
Vol. 15.3	March 2/12	February 17/12

Ads must be submitted via e-mail in jpeg format.

Inserts must be provided by advertiser (1,000 copies) and can be customized to NS only (800); NS Centres only (460); or all (1000). Same cost per insert.

* Submissions are accepted subject to Child Care Connections' discretion.

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 423-8199
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email

info@cccns.org
website
www.cccns.org



Child Care Connection-NS Marketing Package 2011-2012

Child Care Conference Trade Show

Child Care Connections is pleased to announce "Family at the Centre ~Les familles sont au Centre, our twenty-third Annual Child Care Conference and Trade Show, to be held on **June 8 & 9, 2012**, at the Holiday Inn Harbourview in Dartmouth, Nova Scotia. The conference is jointly sponsored by Child Care Connection NS, le Centre provincial de ressources préscolaires, the Certification Council of Early Childhood Educators of NS and the Nova Scotia Child Care Association.



Approximately **250-350** administrators and practitioners in the child care community from across Atlantic Canada attend the conference, and have time to wander through the trade show. The trade show is always a favourite of conference participants, and proves to be lucrative for many exhibitors. The addition of workshops provided in French extends marketing opportunities to French speaking colleagues.

We invite your business/organization to book your exhibit space now. Table locations will be booked on a first-come-first-serve basis.

Trade Show Details

Conference events are coordinated in conjunction with the Trade Show to provide a total of five and one half hours for participants to visit displays throughout Friday and Saturday. The scheduled viewing times are as follows:

- Friday, June 8, 2012:**
 - 12:00 pm to 1:30 pm: Viewing by the Administrators in the all day professional development session on Friday**
 - 12:00 pm to 6:30 pm: Open to public prior to the Awards & Recognition Gala**
- Saturday, June 9, 2012:**
 - 8:00 am to 9:00 am**
 - 10:00 am to 10:30 am**
 - 12:00 pm to 1:30 pm (Box lunch in trade show area)**

Web site:

Provide us with a jpeg of your logo and we will post your coordinates in the trade show area of our web site. Your contact information will remain on the site for reference by conference participants and others until March of the following year as "Here's who came last year". In March we will replace it with "Here's who's coming this year".

Cost:

Exhibit Space includes one 6' skirted table. The cost for one table is **\$200** for industry suppliers and government; **\$100** for ECE training institutions, unions and child care related non profit organizations; and **\$50** for non-profit child care organizations.

Deadlines

Exhibitor contact signed and received by CCCNS by **April 27, 2012**.

Trade Show Package

If you are interested in receiving more information about the Connections Trade Show, we will be happy to send you the Trade Show Package, which includes the exhibitor contract, layout of the trade show and tips on making the trade show work for you. This is a popular show – many suppliers return each year – so book your space early!

Call Child Care Connections at (902) 423-8199 or 1-800-565-8199 (*Atlantic Canada*), or email <cccns@istar.ca> to receive your Trade Show 2012 information package!

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 **423-8199**
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email
info@cccns.org
website
www.cccns.org



Child Care Connection-NS Marketing Package 2011-2012

Child Care Conference Participant Folder

The Child Care Conference Participant Folder is distributed to all delegates, trade show exhibitors, presenters and special guests at the *Child Care Conference and Trade Show, "Family at the Centre ~Les familles sont au Centre"*, **June 8 & 9, 2012**. The event is attended by 250 to 350 administrators and staff of child care centres, as well as others interested/in the child care community throughout Atlantic Canada. The conference folder contains conference information as well as advertising.



Event Folder Marketing Opportunities

- **Inserts**

Inserts in the folder provide a targeted opportunity to describe your product or service. These are placed in the inside pockets of the folder, and are distributed at the *Child Care Conference and Trade Show* (distribution **250 to 350**). Child Care Connections is also pleased to offer trade show exhibitors a special price for an insert in the delegate folder (see below for details).

Advertising Specifications:

Ad Placement	Size	Cost per page
Insert in conference package	8 x 11" page or part thereof	\$125
Trade show exhibitors special	8 x 11" page or part thereof	\$110

Deadlines:

- Contract filled out and sent to Connections by **April 27, 2012**
- 300 copies of the advertising insert must be received by **May 18, 2012**.

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 **423-8199**
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email

info@cccns.org
website
www.cccns.org



Child Care Connection-NS Marketing Package 2011-2012

Sponsorship Opportunity: Awards & Recognition Dinner Gala Friday June 8, 2012

On **June 8, 2012** at 6:30 pm, to open the annual Child Care Conference, our organizations will host the Awards & Recognition Dinner Gala. The gala is a celebration of the service and commitment of early childhood practitioners and programs in Nova Scotia. We are expecting 200-250 guests to attend the gala including conference participants, VIP's and other stakeholders. Among the number of awards presented, two awards, the **ECLC Awards of Excellence** and the **ECCE 20+ Service Awards**, provide sponsorship opportunities. Sponsorship of these awards is a wonderful opportunity for your organization to demonstrate its support and celebration of excellence and quality in child care programs and practice.



☆ **Early Childhood Learning and Care (ECLC) Awards of Excellence :**

- The *ECLC Awards of Excellence* 2012 include two categories. The Awards are juried by a panel of peers representing our organizations. One winner from each category receives the award. (See www.cccns.org/eclc.pdf for the nomination package)
- **The ECLC Award of Excellence in Programs:** Awarded to a Nova Scotia licensed early childhood learning and care program or family home agency that demonstrates best practices in delivering a high quality ECLC program.
- **The ECLC Award for Excellence in Practice:** Awarded to an individual working in the child care sector who demonstrates best practices in their care of children, dedication to the children they care for, and commitment to the child care field.
- Winners of each award receive a pin, \$150 gift certificate, a full conference registration, a complementary ticket to the Dinner Gala for a friend and a framed award certificate.

☆ **Early Childhood Care & Education (ECCE) 20+ Service Award:**

- The ECCE 20+ Service Award is presented to Child Care Programs that have been providing twenty or more years of service and commitment to Nova Scotia children and families. The Award was instituted to celebrate Child Care Connection Nova Scotia's 20th Anniversary in 2009.
- The stories of the Centres receiving the award are documented and presented in a booklet titled "Centre Stories" to conference participants in their conference package and have been published in Metro the past two years.
- ECCE 20+Service Award centres receive a certificate, an engraved medallion and a complementary ticket to the Dinner Gala.

Awards Gala Sponsorship Packages:

Sponsorship Package #1: ECLC Award for Excellence in Program and Practice Sponsor	Sponsorship Package #2: ECCE 20+ Service Awards Sponsor	Sponsorship Package #3: Gala Sponsor
\$775	\$300	\$150
<ul style="list-style-type: none"> • Sponsor's company name/ logo printed on the award certificate, • Sponsor logo and name displayed as sponsor of the award winner's table. • Advertising insert of sponsor's choice included in the Conference Delegate Folder (\$125 value). • Ticket for one representative of the sponsoring organization to attend the dinner at the winner's table. • Opportunity for a representative to present the award to award winner. 	<ul style="list-style-type: none"> • Ticket for one representative of the sponsoring organization to attend the dinner • Sponsor recognized in the "Centre Stories" booklet • Sponsor table with sponsor logo and name 	<ul style="list-style-type: none"> • Sponsor table with sponsor logo and name

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 423-8199
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email

info@cccns.org
website
www.cccns.org



Child Care Connection-NS Marketing Package 2011-2012 Connections Events & Activities

As a non-profit organization, Child Care Connections relies on our many sponsors and donors to help us in providing services and activities to the child care community. Event sponsorship can take many forms, from product donations, to monetary contributions. All donors are acknowledged in our publications and during the events.



Child Care Conference Auctions

June 8 & 9, 2012 *Holiday Inn Harbourview, Dartmouth, NS*

During the annual Child Care Conference two fundraising silent auctions are hosted by our partner associations. These are major fundraising events for le Centre provincial de ressources préscolaires, the Certification Council of Early Childhood Educators of NS, and the Nova Scotia Child Care Association. You can support our sister associations by donating goods or services to auction as well as by bidding on items.

Child Care Awareness Days (Month of June, 2012)

Every year, Child Care Connections plans several events to promote the contributions quality child care and its providers make to our children and to our society. There are several opportunities to participate in these Child Care Awareness Days activities.

- **Flag Raising & Proclamation Ceremony**, *Province House, Halifax*
Support this event by sponsoring refreshments for our 100 young guests and their teachers.
- **Caring At Work Awards Dinner**, *held around the province at different local venues*
Support this event by sponsoring an award recipient's dinner, awards for those who were nominated and decorations for the event.
- **Quality Care Parade & Picnic**, *Victoria Park, Halifax*
Support this event by sponsoring refreshments for our 250 young guests and their teachers.
- **Public Lecture**
Sponsor a special guest speaker.
- **Child Care Awareness Days Raffle**
Donate a raffle prize.
- **Metro news advertising feature**
Place an ad.

Workshop Presentation(s)

Promote your product or service to consumers in the child care community, and demonstrate your organization's commitment to quality child care through supporting skilled and well-trained practitioners! Sponsor a workshop presentation for the conference, our mentoring workshop series or for our administrators' workshop series.

Call Child Care Connections at 902 423-8199 or 1-800-565-8199 (*Atlantic Canada*) to discuss any of the possibilities mentioned above, or throughout this package!

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 **423-8199**
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email

info@cccns.org
website
www.cccns.org



Child Care Connection-NS Marketing Package 2011-2012

Return Sheet

Indicate the marketing opportunities that are of interest to you, and we will be happy to send you more information or contact you directly!



- Advertising in the **Connections** Journal and/or **Celebration** Newsletter mail-out
- Advertising in the **Child Care Conference Event Folder**
- Exhibit Space at the **Child Care Conference Trade Show** (June 8 & 9, 2012)
- Awards & Recognition Gala Sponsorship packages
 - ECLC Award of Excellence in Program (Package #1)
 - ECLC Award of Excellence in Practice (Package #1)
 - ECCE 20+ Service Award (Package #2)
 - Gala sponsor (Package #3)
- Sponsoring Connections' **Special Events & Activities**
 - Child Care Awareness Days
 - Fundraising Auctions & Raffles
 - Professional Development Opportunities
- Keep me informed about web site advertising opportunities

Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

phone
902 **423-8199**
Atlantic toll free
1 800 565 8199
fax
902 492 8106
email

info@cccn.org
website
www.cccns.org

How can we assist you further?

- Please send me more information on the options I have indicated above
- I would like to receive a phone call to discuss my options

Contact Information

Organization: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____