

# NANNYPALOOZA OZ

| JULY 16 & 17, 2016 | *professional development conference for nannies* |

**NANNYPALOOZA IS A 2 DAY CONFERENCE FOR ALL IN HOME CAREGIVERS.**

**IT'S MISSION IS TO PROVIDE HIGH QUALITY TRAINING AT AN AFFORDABLE COST.**

**IT'S EMPHASIS IS ON "LEARN IT TODAY, USE IT TOMORROW" WORKSHOPS.**

**NANNYPALOOZA HAS BEEN SUCCESSFUL FOR 10 YEARS IN THE U.S.**



## *Nannies in Australia*

Nannies are a viable option for working parents. They offer care in the home and support working parents making it more possible to achieve a healthy work life balance. Nannies care for children of all ages from birth thru the teen years. They also care for the home where they are employed. This means they are influencing purchasing decisions on child related items like clothing, toys and supplies as well as household items from simple things like cleaning supplies all the way thru larger projects like home remodels and landscaping.

## *Who attends Nannypalooza?*

Nannies who attend Nannypalooza work in a wide variety of homes- from highly affluent estates to middle class, dual-income professionals. They work with children of all ages and abilities. Many work with multiples or with children who have special needs. These nannies come for the weekend to learn new techniques and ideas as well as to exchange ideas on products, services and other information that is helpful in their day-to-day lives.

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## WHY ADVERTISE AT NANNYPALOOZA OZ?

- ◆ Exposure for your company with a group of **nannies who influence purchasing decisions** for their employers, and are consumers themselves
- ◆ Your company demonstrates its dedication to quality child care
- ◆ It is cost effective- **low pricing** makes this an affordable choice
- ◆ Gain loyalty of nannies who in turn will generate **great buzz** for your company
- ◆ Our advertisers enjoy a **multi-platform approach**- we use the web, print, social media and other sources to promote your products or services
- ◆ Our reach extends not only to the 125+ nannies who attend conference, but through our social media and email listings to **thousands** of qualified nannies
- ◆ Our fan base is active. Our emails enjoy an **open rate of 41%**, with click through rates of more than 14%. Our engagement and reach on Facebook is robust and continues to grow.
- ◆ Our first conference in Australia is sure to generate a great deal of interest

We support our advertisers and sponsors. We will use social media outlets such as twitter and Facebook to increase your visibility. Our attendees recommend our supporters regularly in nanny blogs and by word of mouth.

*“Parents ask me all the time for advice on what agencies to use, if I know the best new products etc... I am confident that I can recommend Nannypalooza advertisers because I know they CARE about quality and support the work nannies do!”*

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*- Charlotte H., nanny for 20 years*  
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## SPONSORSHIP OPPORTUNITIES

### Gold Level Conference Sponsor \$1500 AUD

*You will receive a vendor table, a special full page ad on the back page of the program as well as an email blast to introduce you to our AUS nannies and U.S. nannies as well. In addition, there will be plenty of social media coverage promotion your name will be front and center. Feel free to attend the conference and say a few words and really get to know everyone!*

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### Media Sponsor \$1000 AUD

*Great option for those who want their business logo to be recognized. Sponsor our media needs and have signage in all rooms. Multiple mentions throughout conference in every place we use AV equipment. Large logo link on webpage and 1/2 page ad in program.*

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### Morning Tea Sponsor \$600 AUD

### ~~Afternoon Tea Sponsor~~ **SOLD**

*Networking is always a favorite so play host to one of these networking breaks. Includes signage and 1/4 page ad in program as well as text links on webpage and the chance to introduce yourself in person during the break. Social media promotion is included.*

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### Meal Sponsorships (3) \$1000 AUD each

*Shine the spotlight on your business as attendees sit down to eat. Our meal time sponsors will receive an extended introduction to their business, a hearty thank you for helping to make Nannypalooza a success, a special 1/2 page ad in the conference program and a logo link on our sponsor webpage. In addition, sponsors may address the whole conference for a short 10 minute time during the meal. Promote your business or just thank the attendees, but you will get their attention!*

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### Workshop Sponsorships (6) \$500 AUD each

*Demonstrate you are dedicated to continuing education by sponsoring a workshop. Businesses will be listed in the conference program, receive a 1/4 page ad, and get a text link on [www.nannypalooza.com](http://www.nannypalooza.com). We can match your company with a workshop that highlights your business and gives you a chance to share materials about your products or services with our attendees. For example, if have a eco friendly company, sponsor a workshop on green nurseries and pass out info on your company. Or better yet- come and introduce the speaker and share a few minutes of info personally with attendees. Great integration of your message to attendees!*

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## **Program Sponsor \$300 AUD**

*Enjoy a full page inside cover ad and your name on the bottom of every page of our program! In addition you will receive social media promotion, a logo link on the webpage, a vendor table at the conference, and signage at the conference. This is a great package.*

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## **Vendor Tables (5) \$150 AUD each**

*Have a great product or service and want to really speak to individuals about it? Why not join us at the conference with a table. This is the perfect way to get your product into the hands of our attendees. Includes a quarter page ad and a text link on the website.*

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Don't see the right fit for you? We can customize a package that really gets you noticed! Just contact us and let us find the right price point and marketing for you.

[suedowney@nannypalooza.com](mailto:suedowney@nannypalooza.com)