



25th Annual
Children's Fair

Saturday, May 7, 2011
 9am - 3pm

at the Big Vanilla Athletic Club



Showcase your business to over
 10,000 families in one power-packed day!

For more information call 410-703-8528
 or visit www.campblaze.org to register your business.



Setting Hearts on Fire

1054 E 2nd Street #102
 Long Beach, CA 90802
www.campblaze.org



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ANNE ARUNDEL MEDICAL CENTER
 PROVIDING CARE FOR CHILDREN

25th annual Children's Fair

The **Children's Fair** provides the most extensive network of area businesses, organizations, health professionals, young area talent and entertainers who are helping to make a difference in the lives of children and families. The **Children's Fair** provides ideas, strategies, skills and resources for relationship-based parenting and connecting families to available resources in the community.

The **Annual Children's Fair** is a day of fun, education, and entertainment that over 100,000 family members have made a family tradition to attend for the past 24 years! It has been heart warming to experience the growth and success of this event in our county.

The Fair, sponsored by **Camp Blaze**, is set for **May 7, 2011** and will take place with our co-host **The Big Vanilla Athletic Club**. The Big Vanilla is conveniently situated on Route 2 in Arnold, with plenty of indoor and outdoor space and additional parking, thanks to the courtesy of Anne Arundel Community College. We are continuing our "Hometown Heroes" theme which has a powerful message of hope and inspiration from those who have pursued their convictions despite the odds. We are looking forward to highlighting people who have made a difference in our community as well as the invaluable expertise of our area's businesses and organizations at each of their booths. We truly wish for this to be the best opportunity to highlight your business and the people who work for you while celebrating family life in our community.



LIMITED SPACE RESERVE EARLY!

Director:
Cheryl Carnwath
410-703-8528
www.campblaze.org
cheryl@campblaze.org

Co-chair:
Jeff Barlow
410-703-7558
siugymast@yahoo.com

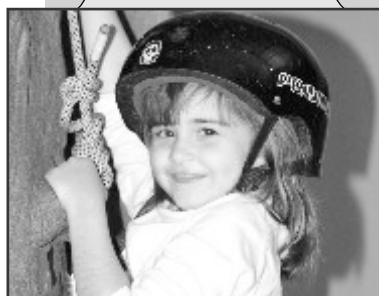
Co-chair:
Wendy Chesshire
410-279-9320
chesshirewac@yahoo.com

Big Vanilla Contact:
Jeanne Byrne - 410-544-2525
jeannelax@aol.com

Ad Placement/Marketing:
Cheryl Carnwath
410-703-8528

Advertising Design:
Reed Graphics, Inc.
Marie Bialousz
410-757-0987
reedgraphics@comcast.net

**Online
Registration & Payment:**
www.campblaze.org
or call 410-703-8528



25th annual Children's Fair

REGISTRATION APPLICATION



Business/Organization: _____

Full Address: _____

Email: _____ Phone: (____) _____

Please check the areas of sponsorship that you would like and carry over the applicable fees.

1. EXHIBIT BOOTH

CORPORATE	\$500	(pay by 3/20/11 \$475)	\$ _____
MEDICAL PROFESSIONAL	\$325	(pay by 3/20/11 \$300)	\$ _____
NON-CORPORATE HOME BUSINESS	\$175	(pay by 3/20/11 \$150)	\$ _____
ADVERTISING TABLE (materials only)	\$25		\$ _____

2. ADVERTISING

Resource Guide _____ (refer to page 4) \$ _____
AD SIZE

3. CORPORATE SPONSORSHIP

GOLD	\$5,000	\$ _____
SILVER	\$2,500	\$ _____
BRONZE	\$1,500	\$ _____

4. SILENT AUCTION

Item Description _____

I will bring item to: _____ VALUE \$ _____

Big Vanilla or
 I would like to make arrangements for pick up.

5. SHIRT SPONSOR

Please include camera ready logo with your payment of \$225. \$ _____

TOTAL: \$ _____

Please total your amount to register and pay online at www.campblaze.org or mail your check and registration application to: **Camp Blaze c/o Cheryl Carnwath** 1054 E 2nd Street, #102, Long Beach, CA 90802. Phone 410-703-8528. Camp Blaze is a 501(C)(3) non-profit organization and your donation is tax deductible.

TEAR ALONG DOTTED LINE

2. ADVERTISING

Celebration Resource Guide

Showcase your business in the 25th Celebration Edition of the Family Resource Guide for thousands of your potential customers to see. Program is 5.5 x 8.5 glossy stock with all ads in full color. Ads may be prepared by Reed Graphics, Inc. (see guidelines below). Try to incorporate our THEME and show us how you have impacted the lives of families over the past 25 years with your family friendly message.



Full Page - 4 3/4" x 7 3/4" = \$900

3/4 Page - 4 3/4" x 5 3/4" = \$700

Half Page - 4 3/4" x 3 3/4" = \$550

1/4 Page Vertical - 2 1/4" x 3 3/4" = \$295

1/4 Page Horizontal - 4 3/4" x 1 3/4" = \$295

Card Ad - 2 1/4" x 1 3/4" = \$175

Celebration Message Page - Business Name & Phone Number with Inspirational Message = \$50

Art Specifications

- Preferred format: Adobe PDF, 300 dpi, CMYK
- Other acceptable formats: .tiff, .jpeg, or Photoshop file saved for PC format
- Preferred media: CD or e-mail.

Address: Reed Graphics, Inc.

1477 Grandview Road

Arnold, MD 21012

Email: reedgraphics@comcast.net

Phone: 410-757-0987

- If you are sending application file(s) via e-mail, please compress the files into a "zipped" folder if file size is larger than 2.5 meg. "Stuffed" files can not be accepted.
- All colors must be converted to CMYK.
- All images must be 300 dpi.
- If sending the ad via CD, please include a full color hard copy.

Design Fee per ad - \$135

*Note: Ads not meeting these specifications or that are inaccurate in size or content, or that need updating or changing in any way, will be subject to a \$135.00 charge.

Advertising Deadline - March 15, 2011

Please indicate advertising placement on registration application located on page 7.

3. CORPORATE SPONSORSHIP

The ultimate way to support Camp Blaze through its Children's Fair is to be a corporate sponsor. The outreach of the Children's Fair is increasing each year, as well as its costs. Your sponsorship and participation is just as important to Camp Blaze and the families you serve on this day and throughout the year. Camp Blaze is a 501(C)(3) non-profit organization and your donation is tax deductible.

GOLD SPONSOR

Corporation featured with full page ad in resource guide, indoor and outdoor banner recognition, feature article in program guide, logo on shirts, flyers, posters, newspaper promotions, name displayed on outside digital sign on May 7th, will be allowed to submit promotional materials to be given out at the Children's Fair, web link, special highlight on Facebook (Children's Fair) with up to 5 photos tagged or video, and premier location of booth

\$5,000 Donation

SILVER SPONSOR

Full page ad in resource guide, feature article in resource guide, logo on shirts, flyers, posters, newspaper promotions, mention on Facebook (Children's Fair) with 1-2 photos tagged, and prime location of booth

\$2,500 Donation

BRONZE SPONSOR

Half page ad in resource guide, logo on shirts, flyers, posters, newspaper promotion, Children's Fair Facebook friend, and prime location of booth

\$1,500 Donation

Please indicate your sponsorship on registration application located on page 7.

- ** Resource Guide distributed through family-friendly businesses such as: Dr. offices, libraries, schools, etc. prior to event and to all attendees at the Children's Fair.
- ** Newspaper advertisement in all Anne Arundel county newspapers and some Washington publications
- * Newspaper circulation 110,000 = Articles plus advertisements
- * Over 50,000 hand delivered flyers and 300 full color store front posters
- * School, community, and non-profit newsletters = 64,000+
- * Modern Baby and Children's Magazine = 75,000+ circulation and is available on-line

Please call Cheryl Carnwath at 410-703-8528 or Jeff Barlow at 410-703-7558 with any questions.

4. SILENT AUCTION

This wonderful opportunity to further showcase your business while being charitable to the community is available to booth exhibitors as well as those businesses not able to attend the event. Funds raised benefit a special needs child/family in our area.

Please fill out registration application located on page 7.

5. SHIRT SPONSOR

Have your businesses logo displayed on the back of the 25th Annual Children's Fair shirt. Sponsorship is only \$250.00 and goes a long way to support a great cause.

Please indicate your support on registration application located on page 7.



CAMP BLAZE

VISION

Strong and connected families linked to family-focused communities.

MISSION

- To equip parents and youth with knowledge, life skills, and encouragement through value-based education programs and events.
- To assist community institutions to develop family-friendly policies and practices.

There are 5 ways your business can participate:

1. Exhibit Booths
2. Advertising
3. Corporate Sponsorship
4. Silent Auction
5. Shirt Sponsor

1. EXHIBIT BOOTHS

You must agree to the following Fair guidelines to assure the safety of everyone attending the day's festivities (including very young visitors).

Setup

- Setup will be **Friday, May 6th from 4:30 until 9:00pm**. There will be NO indoor setups on the morning of the fair.
- Electrical hook-ups are available but they are very limited and are on a first come-first serve basis. Call immediately to reserve a booth that has electrical hook-up. \$25 additional fee for electric - limited availability!
- **There will be a \$50 fine for anyone setting up inside on Saturday morning.**

Maintain

- A table will be provided for the exhibitor by Camp Blaze/Big Vanilla. This is a 3ft. x 6ft. table. Please bring a table cover and use your own decorative flair to make your booth inviting.
- Each exhibitor is asked to bring a "hands on" activity for the children in attendance. The more entertaining the activity, the longer the children will want to stay while you talk with their parents.
- Please have enough material to cover 8,000+ attendees. You are expected to stay on site as a personal source of information.



Booth cost and registration application located on page 7.

Take Down

- Take down will be **after 3:00pm on Saturday, May 7, 2011**. NO displays are to be disassembled before 3:00pm on May 7th. No cars or trucks may move in or out of the outdoor set up area 8:00am to 3:00pm to day of the event.
- **There will be a \$200 fine for early take down.**

The setup and take down times are very important because of facility availability and operational purposes. Please call Cheryl Carnwath at 410-703-8528 if you have any questions or special adjustments to the above guidelines.