



Event: Family Fun & Fit Expo 2013

Dates: July 27th, 2013

Location: Valdez Hall, Fresno Convention Center Fresno, California

Hours: Saturday 10:00am - 4:00pm

Attendance: estimated 10,000-15,000 (5,000 Families)

Demographics: Primary: Young Families 18-34, median HH income, children in pre-k-12

Overview:

Summer is right around the corner and so is The Family Fun & Fit Expo. Birdy's Families in Motion is proudly bringing a new and exciting event to families in the Central Valley. The event is being held in the Valdez Hall of the Fresno Convention Center on Saturday July 27th, 2013 from 10:00 am to 4:00 pm. This community event is free to the general public and is designed to introduce Valley families to over 75 local companies and national brands that provide goods and services that make a child's life better and brings families together.

Sponsorships:

There are seven sponsor opportunities that are unique and tie directly into driving show traffic and positioning the sponsor as the partner in delivering various feature attractions for attendees to enjoy. The show offers several engaging attractions that are family friendly and exciting.

The Family Fun & Fit Expo Sponsorships Opportunities:

Title Sponsor – Presenting Special Guest Appearance

Family Fun Activity Zone co-Sponsor

Main Stage – Back to School Fashion Show

The Cooling Zone

Free Parking

Outdoor Activity Zone/Pet Center/Farmers Market

Family Lounge/Concession Area

Official Sponsors

Contact: Kim Kaiser 559-554-8515 kimkaiser@amicicomm.com



The Exhibitors...

There are more than 75 exhibitor booths offering an incredibly wide range of kid friendly, healthy activities, services and information- all targeted to the healthy fit and active family. Kids of all ages can enjoy the arts and craft activities, face painting and bubble shows. Parents will have a chance to meet Karate instructors, art teachers and soccer coaches. Enrichment schools, non-profit organizations and local businesses will be present and ready to share how they serve the families in the community. Families can get the latest information on services and activities in the Valley that will improve the quality of their lives. Families in Fresno, Clovis and surrounding areas can finally see all the Valley has to offer.

The Attendee...

The Family Fun & Fit Expo adult attendee is a parent between the ages of 18-34, has the median HH income for the area, is either married with children or a single parent. Most Family Fun & Fit attendees will have children in school from pre-k to 12. The population demographic for the area suggests that there will be a high percentage of Hispanic (35%+) who attend the Expo. Having multi-cultural engagement opportunities is one of the show's objectives. The Family Fun & Fit Expo family is more likely to purchase goods or services from a company that sponsors an event that they attend.

Contact: Kim Kaiser 559-554-8515 kimkaiser@amicicomm.com