

Duck-Duck-Goose.....www.dkdkgoose.com

Advertising Agreement

Company Name: _____

Company Address: _____

City/ State/ Zip: _____

Mailing address (if different than above) _____

City/ State/ Zip: _____

Primary Contact Information

Name: _____ Email: _____

Phone: _____ Cellphone: _____

Level of sponsorship (please see back for details on promotional materials):

Partner..... \$1,000- \$2,500

Includes sponsor benefits plus featured on our brochures, hand-outs, approved banner placement on location throughout event, logo on all Duck-Duck-Goose posters and banner link to your site from our website for 6 months. Receive a total of 4 passes to our exclusive private sale.

Sponsor..... \$500

Your ad will be placed on the front of our store map, given the opportunity to hand-out promotional materials throughout all private and public sale dates, along with the option to provide materials and/or products to be placed in our goody bags. As an added bonus you will receive 2 passes to shop our exclusive private sale.

Store Map..... \$250- \$400

Your ad will be displayed along side a map outlining our store. 4,000 copies will be distributed during the 5 day event. Price is determined on size of ad placed.

Vendor..... \$75- \$100

Each booth includes a 2' x 4' table, tablecloth, and folding chair. If electricity is needed you must make your request prior to set-up and bring an extension cord. Limited space available. Send Payment and agreement to confirm your spot to Courtney Ibach, 9210 Center Court Way, Knoxville, TN 37922. Make checks payable to Duck-Duck-Goose.

Secured Space: _____ Paid: \$75 or \$100
(Please leave blank: DK staff will determine) Electricity: Y N Table(s) needed: _____

Goody Bag Inserts..... \$50

Place your own materials to promote your business in 500 goody bags to be distributed to 300 1st time mom's and 200 opening day shoppers. Please Choose Distribution: **First Mom's** and/or **Opening Day Shoppers**
Materials must be brought to Duck-Duck-Goose on September 25th from 10 to 3. Other arrangements? christy@dkdkgoose.com.

Design Set-up: for inserts, brochure, hand-outs, posters & website

Contact Information:

Providing Logo (prefer .eps or .jpeg format: deadline for logos is September 10th)

Providing Ad (call Christy 544-7071 for exact sizing and deadline)

Secured Spot (available for partners only) _____

I would like my ad to read:

I am committed to advertise with Duck-Duck-Goose _____

sign

date

Who are we?

Duck-Duck-Goose : hosted by Christy Tison & Courtney Ibach

What are we?

Knoxville's Premier Children's Consignment Event

When is Duck-Duck-Goose?

Our sale is a biannual event.

The Fall/Winter event will take place October 2nd- 6th (closed Sunday)

Where is Duck-Duck-Goose?

The Downtown West Shopping Center, 1637 Downtown West Boulevard
(near Target next to West Town Mall)

Why do we do what we do?

Duck-Duck-Goose was created as a service for mom's in Knoxville and all of East Tennessee. We provide an opportunity to buy/ sell children's gently used clothing, toys and equipment in a pleasant atmosphere.

	Brochure	Logo on Posters	Consignor Hand-outs	Store Map	Web Link/ Banner	Promotional Materials	Goody Bag Insert	Private Sale Passes
VENDOR				X	O	O	X	
SPONSOR				O		O	O	2
PARTNER	O	O	O	O	O	O	O	4

O- INCLUDED IN PACKAGE
X- ADDITIONAL CHARGE

Forms of advertising defined...

Brochure:

Our brochure is provided to those interested in the main details of our sale. This document is made available to visitors of our website to print from home along with our shoppers throughout our sale dates.

Posters:

Our 800+ consignors help place posters all over town. Many end up in preschools, churches, teacher workrooms, company break rooms, etc.

Hand-outs:

These are ¼ page advertisements are given to consignors to distribute. Great to display coupons for your business.

Shoppers Map:

4,000 double sided maps will be distributed among over 8,000 shoppers over a 5 day period. Cost varies depending on ad size. For more information or to place your ad please contact Christy@dkgoose.com. Secured spots are available to our partners.

Web link/ logo:

Our website has been visited by nearly 50,000 in the past 18 months. We will provide a link or logo to support your company on our site that will be viewable for 6 months.

Promotional Materials:

You may provide materials/coupons to distribute to our shoppers during the sale dates

Goody Bag Inserts:

We will place your materials or coupons in 500 goody bags. Goody bags will be given out to 300 1st time mom's and the 1st 200 shoppers on opening day.

Target Audience:

Mothers with young children, teens, mom's-to-be, grandmothers, and childcare givers are all part of our market.

Where do we find our consignors & shoppers?

Advertising is how we attract both our consignors and buyer. Since our very first sale we have understood that advertising is key to our success. We place great importance on its type, quality, and targeting our specific audience. We currently advertise in these magazines: *Knoxville Kids Directory* and *Everything West*. Display, and Classified ads are placed in *The Knoxville News Sentinel*, *Farragut Press*, *Fountain City Focus*, *The Halls Shopper*, and *The Westside Shopper*. Online we are found through *Knoxmoms.com* and the national directory *Kids Consignments Sales.com*. We have a radio spot that plays on *Love 89* during *The Dave Ramsey Show*. *The Style Show* has promoted our sale during their afternoon telecast on *WBIR*. *City View* ran a special 4 page insert to support our event in their October 2007 issue.