

# 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 select placement on storemap, featured on our brochures, 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 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.

### Additional advertising options (please see back for details):

**Store Map**..... determined by ad size

Your ad will be displayed along side a map outlining our store. 7,000 copies will be distributed during the 5 day event.

\*If providing Logo deadline is August 21st. (prefer .eps or .jpeg format)

\*Providing your own ad? (call Christy 544-7071 for exact sizing and deadlines)

**Goody Bag Inserts**..... \$50

Promote your business by having your own materials placed in 600 goody bags.

Bags will be distributed to 300 1st time mom's during our private sale and the first 300 shoppers on opening day.

Materials must be brought to Duck-Duck-Goose September 10th - 12th between the hours of 10 and 3. Need to make other arrangements?

Please email joy2market@yahoo.com.

Please Choose Distribution: **First Mom's** and/or **Opening Day Shoppers**

**Banner Program**..... determined by banner size

Your banner will be displayed along with our major sponsors around the store. We had 10,000 shoppers come through last season. Your business or organization can take advantage of our marketing by taking part in this program.

### Contact for design elements?

\_\_\_\_\_ Needed for placement on map, brochure, hand-outs, posters, banner or website

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.

This Fall/Winter event will take place September 17<sup>th</sup>- 21<sup>st</sup> (closed Sunday)

## Where is Duck-Duck-Goose?

7428 Kingston Pike

(former Kmart 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	Banner Program	Store Map	Web Link/ Banner	Promotional Materials	Goody Bag Insert	Private Sale Passes
VENDOR					O	O		
SPONSOR				O		O	O	2
PARTNER	O	O	O	O	O	O	O	4

O- INCLUDED IN PACKAGE

## 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 1,200+ consignors help place posters all over town. Many end up in preschools, churches, teacher workrooms, company break rooms, etc.

### Shoppers Map:

7,000 double sided maps will be distributed among over 10,000 shoppers over a 5 day period. Cost varies depending on ad size. For more information or to place your ad please contact [Christy@dkdkgoose.com](mailto:Christy@dkdkgoose.com). Secured spots are available to our partners.

### Web link/ logo:

Our website has been visited by over 100,000 in the past 2 years. 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 600 goody bags. Goody bags will be given out to 300 1st time mom's and the 1st 300 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 buyers. 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: **Knoxmoms**, **Knoxville Kids Directory** and **Everything Knoxville**. **City View** ran a special 4 page insert to support our event in their October 2007 issue. Display, and Classified ads are placed in **The Knoxville News Sentinel**, **Farragut Press**, **Fountain City Focus**, **Halls Shopper**, and **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**; and **Live at Five** has broadcast on location.