



Infinite Events of New Jersey proudly presents Hullabaloo – The Children’s Party Planning Expo. Hullabaloo is New Jersey’s first and ONLY expo specifically created to place the spotlight on the children’s party planning industry. Hullabaloo debuts Saturday April 11, 2020 from 1p-5p at the Westfield Armory in Westfield, NJ. Hullabaloo’s attendees are NJ families in search of elite party planning professionals to assist in planning milestone moments for the special children in their lives..

Hullabaloo guarantees a family fun filled day bringing all the resources needed to execute a spectacular event under one roof. This one-stop-shop covers every aspect of planning a monumental children’s celebration! From balloon artists, dessert makers, and face painters to party rental companies, photographers and specialty services!! You’ll find them all and much more at Hullabaloo!

Included here is more information regarding **Sponsorship Opportunities** that include the benefits of sponsorship to amplify your involvement, along with the sponsorship agreement form.

If you have any questions or need more information, please contact our “Cheermeister” and Event Coordinator, Sue Reeves by phoning the Hullabaloo Party Line at 908.991.7005.

Thank you in advance for your consideration of this event! We hope you’ll join the party and we can count on your support.

*Sue Reeves*

*Infinite Events of New Jersey, LLC*



## **SPONSORSHIP PROGRAM OVERVIEW**

Hullabaloo is the platform where you can firsthand showcase your company's services/products to your direct target audience all while gaining brand exposure to local attendees!! This is your opportunity to meet and network face to face with not only potential customers but other industry professionals to create stellar creative collaborations!

As one of our valued sponsors, your brand awareness will bring much needed recognition to Hullabaloo in addition to demonstrating support to the party planning industry. Benefits of sponsorship aren't limited to brand exposure at the expo. Sponsors will also benefit from an extensive marketing campaign pre, post and during Hullabaloo to include:

- Social Media Mentions
- Flyer Distribution
- Business to Business Networking
- Logo Placement

All Levels of Sponsorship Includes:

- Choice of 10x10 or 10x20 Pipe & Drape Booth Space at Expo Entrance
- 1 6ft Skirted Table w/ 2 Folding Chairs
- 1 Trash Can
- 1 4x7 Company Signage
- Logo on the Sponsor Banner Displayed at Expo and Show Directory Identified as a Sponsor
- Logo with Hyperlink to website on the Sponsors page of [Hullabalooexpo.com](http://Hullabalooexpo.com)
- Listed as sponsor on all outgoing email blasts, social media posts, radio ads and/or press



#### • **BRONZE SPONSOR - \$500**

- 10x10Pipe & Drape Booth at Expo Entrance
- Complimentary Breakfast
- (1) 1/8-page ad in the Hullabaloo Show Directory
- (2) VIP Admission Tickets with Swag Bags
- Bronze Sponsor Recognition on Hullabalooexpo.com

#### •**GOLD SPONSOR - \$2,500**

- 10x20Pipe & Drape Booth at Expo Entrance
- Complimentary Breakfast
- (1) 1/2 Page Ad in the Hullabaloo Show Directory
- Company Name and Logo on the Event Banner Posted by the Welcome Registration Table
- Company Pull Up/Pop Up Banner Predominantly Displayed at Hullabaloo
- Company Mentioned in All Radio/Ads
- (6) VIP Admission Tickets with Swag Bags
- Gold Sponsor Recognition on Hullabalooexpo.com

#### • **SILVER SPONSOR - \$1,500**

- 10x10Pipe & Drape Booth at Expo Entrance
- Complimentary Breakfast
- (1) 1/4 page ad in the Hullabaloo Show Directory
- Company Name/Logo on the Event Banner Posted by the Welcome Registration Table
- (4) VIP Admission Tickets with Swag Bags
- Silver Sponsor Recognition on Hullabalooexpo.com

#### •**PLATINUM SPONSOR- \$3,500**

- 10x20Pipe & Drape Booth at Expo Entrance
- Complimentary Breakfast
- Full Page Ad in the Hullabaloo Show Directory
- Company Name and Logo on the Event Banner Posted by the Welcome Registration Table
- Company Pull Up/Pop Up Banner Predominantly Displayed at Hullabaloo
- Company Mentioned in All Radio/Ads
- (8) VIP Admission Tickets with Swag Bags
- Platinum Sponsor Recognition on Hullabalooexpo.com

#### **CHOOSE ONE:**

Please reserve the following sponsorship for our company. Payment is either enclosed or in-kind sponsorship will be defined by the sponsor on the contract enrollment form.

☐ **BRONZE (\$500)**

☐ **GOLD (\$2,500)**

☐ **SILVER (\$1,500)**

☐ **PLATINUM (\$3,500)**



<hr/> Person Handling Sponsorship	<hr/> Company Name
<hr/> Phone Number	<hr/> Email Address
<hr/> Street Address  <hr/> Description of Business	In-Kind Sponsorship*, CHECK HERE ____  <hr/> Description of In-Kind Sponsorship  <small>*In-kind sponsorship (or value-in-kind sponsorship, as is its full name) is a type of sponsorship where the sponsor agrees to provide goods or services (value in kind) instead of cash as part of a sponsorship agreement*</small>