LET'S GET FIT KIDS

25TH NOVEMBER 2017 | 8 AM TO 5 PM

MEDIA KIT 2017

ACTION FOR HEALTHY KIDS
LET'S GET FIT!
MOTHER BABY & CHILD INVITES FAMILIES TO THE ANNUAL ‘ACTION FOR HEALTHY KIDS – LET’S GET FIT!’ – A FUN-FILLED, ACTION-PACKED DAY PROMOTING:

- Fitness, health and happiness for the entire family
- Encouraging and instilling a love of health and fitness from an early age
- Promoting healthy, fitter living for the region’s next generation
- Aimed at children with the view of developing a healthy lifestyle in the long term
- Providing positive, fun ways to stay active and healthy, starting from a young age

THE MAIN EVENT IS THE 2K AND 3K RACES, FOR KIDS AGES 4 TO 16, FOLLOWED BY AN AWARDS CEREMONY.

Kids can also enjoy and participate in:

- An obstacle course
- Dance
- Football
- Mini gym circuit
- Nutrition and well-being demonstrations and classes
- Keep fit classes
- Yoga
- Karate
- Kids’ fun zone

There are activities and fun areas for babies and toddlers:

- Soft play area
- Dancing
- Coordination games
- Fitness fun

Brands and experts will be on hand in the Mums-to-Be (Pregnancy) and Family areas to give advice and answer questions.
After the overwhelming response and success of the Etisalat Dubai Kids’ Run, CPI and Mother Baby & Child want to promote ACTION FOR HEALTHY KIDS – LET’S GET FIT! bringing the fun factor and encouraging the kids of today to get fit and healthy for a lifetime of well-being and happiness.

DEMOGRAPHICS

RACES - TOTAL 5,365
- 55% 4YRS – 8YRS (INCLUDING PARENTS)
- 45% 9YRS – 12YRS

ETHNICITY
- UAE NATIONALS - 12%
- ARAB EXPATS – 27%
- WESTERN EXPATS – 41%
- OTHER - 20%

ATTENDANCE TO ETISALAT FUNFAIR
- DAY 1 – 7,500
- DAY 2 – 1,500
FULL SCHEDULE OF LIVE ENTERTAINMENT AND HEALTH AND FITNESS DEMONSTRATIONS

- **MB&C Family Zone**
- **Fitness Zone**
- **Health Zone**
- **Well-Being & Nutrition Zone**
- **Kids’ Fun Zone**
- **Toddler Zone**
- **Baby Zone**
- **Mums-to-Be (Pregnancy) Zone**
- **Healthy Food Trucks & Picnic Area**
- **Education**
- **Retail**
- **Home**
- **Beauty**
- **First Aid & Hospitals**
- **Crafters Market**
A strategic marketing communications plan is put in place to generate maximum exposure for Mother Baby & Child – ACTION FOR HEALTHY KIDS – LET’S GET FIT! The plan includes coverage across a variety of mediums, including CPI titles and websites.
## Let's Get Fit Kids Media Plan

### CPI Titles Full Page
- **Mother Baby & Child**: Full Page 1 $3,500
- **BBC Good Food ME**: Full Page 1 $7,150
- **Computer News ME**: Full Page 1 1 1 $19,497
- **Reseller**: Full Page 1 1 1 $19,497
- **Climate Control**: Full Page 1 1 1 $17,700
- **Big Project**: Full Page 1 1 1 $16,500
- **Broadcast Pro**: Full Page 1 1 1 $15,000
- **Construction Machinery**: Full Page 1 1 1 $16,500
- **Satellite Pro**: Full Page 1 1 1 $17,400
- **Truck & Fleet**: Full Page 1 1 1 $16,500
- **The CFO**: Full Page 1 1 1 $17,400

### CPI Titles - Double Page Spread
- **Mother Baby & Child**: DPS 1 1 $9,000
- **BBC Good Food ME**: DPS 1 1 $18,400

### PRINT
- **Get Fit Kids**: Sponsored Content 4 4 4 $24,000
- **Mother Baby & Child**: Static Banner 4 4 4 $32,000
- **BBC Good Food ME**: CPM CPM 25,000 imp CPM 50,000 imp $12,500
- **Computer News ME**: CPM CPM 25,000 imp CPM 50,000 imp $7,500
- **Reseller**: CPM CPM 25,000 imp CPM 50,000 imp $7,500
- **Climate**: Static Banner 1 1 1 $4,500

### ME Construction News - combined website: 717,920 Page impressions per month, 291,118 Unique visitors per month
- **Big Project, Construction Machinery, ME Consultant, Truck & Fleet**: Leaderboard CPM 25,000 imp CPM 50,000 imp CPM 50,000 imp $12,500

### EDM
- **Mother Baby & Child**: Database 2 2 2 $21,000
- **BBC Good Food ME**: Database 2 2 2 $45,000
- **CPI combines titles**: All Database 2 2 2 $60,000

### DIGITALS
- **Get Fit Kids**: Sponsored Content 4 4 4 $24,000
- **Mother Baby & Child**: Static Banner 4 4 4 $32,000
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### TOTALS
- **$419,544.00**

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**Print**

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<th>PRINT</th>
<th>TITLE</th>
<th>DETAILS</th>
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**Digital**

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**TOTALS**

- **$419,544.00**

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**Posters distributed on community and supermarket boards**

**Flyers distributed to schools**
BBC GOODFOOD MIDDLE EAST

Circulation: 12,584
Readership: 52,853

Social Media
- Facebook: 12,907, 64% female, 36% male
- Instagram: 14,800, 57% female, 43% male
- Twitter: 6,054, 51% female, 49% male

Email Database
- Opt-in Database: 71,687

BBCGF Digital
- Unique Users per month: 139,000
Mother Baby & Child is proud to partner with like-minded brands to create a positive, fun and challenging event. The event will drive the importance of fitness, healthy eating and all-round well-being from an early age.

- Brands have a voice and can demonstrate to families and kids in the region that they truly care about the next generation’s health and well-being
- Interacting face-to-face with your target audience in a fun environment
- Establish and align your brand with the market leaders in the region
- Showcasing and promoting brands and products
- Live demonstrations and activations
- Attract new business
- Significantly increase brand presence and awareness across the region

We have multiple exciting sponsorship opportunities and will work with you on creating bespoke activations to deliver your key brand messages to an engaged audience.
The Presenting Partner is given the highest level of branding and recognition, co-branding the event with Mother, Baby & Child.

**PRE-EVENT:**
- Logo on event collateral, plus media plan worth over $419,544.00
- Logo attached to the name of the event as Presenting Partner
- Logo on event registrations
- Logo on event website (plus company profile – 250 words)
- 1 full page ad – Mother, Baby & Child (worth $3,500)
- 1 EDM – Mother, Baby & Child database (over 100,000 readers, worth $3,500)
- Dedicated press release to announce Presenting Sponsorship
- Inclusion in pre-event coverage across CPI titles and websites

**EVENT:**
- Exclusive branding on run t-shirts or wrist bands
- 2 x premium exhibition and demonstration spaces (to be produced and managed by Sponsor)
- Logo on Start / Finish gantry
- Logo on Registration Area
- Logo on all event branding where the ‘ACTION FOR HEALTHY KIDS – LET’S GET FIT!’ name is used including, but not limited to, Start/Finish gantry, registration area, stage, directional signage, event map
- 20 x branded flags (produced at own cost)
- 3 x 20-minute stage activity allocations
- Frequent premier PA announcements during the Event and Awards Ceremony
- Opportunity to present trophies at Awards Ceremony
- Opportunity for branded competition giveaways

**POST-EVENT:**
- Comprehensive post-event report
- Inclusion in post-event coverage across CPI titles and websites
As an Area Zone Sponsor, you have the perfect platform to showcase your brand as a market leader.

ACTION FOR HEALTHY KIDS – LET’S GET FIT! will have the following zones:

Fitness, Health, Well-being & Nutrition, Kids’ Fun Zone, Toddler, Baby, Mums-to-Be (Pregnancy), Education, Entertainment, Picnic & Food, Retail, Car Park, Home, Beauty

**PRE-EVENT:**
- Logo on event collateral, plus media plan worth over $419,544.00
- Logo on website with 250-word company profile
- 1 full page ad – Mother, Baby & Child (worth $3,500)

**EVENT:**
- 2 x 6m x 6m activation areas (to be managed and produced by Sponsor)
- Logo on all event branding where the ‘ACTION FOR HEALTHY KIDS – LET’S GET FIT!’ name is used including, but not limited to, Start/Finish gantry, registration area, stage, directional signage and event map
- 10 branded flags (produced at own cost)
- 1 x 20-minute stage allocation
- 4 x PA announcements
- Opportunity to present one of the awards at the winners’ ceremony
- Opportunity for branded competition prizes

**POST-EVENT:**
- Comprehensive post-event report
- Inclusion in post-event coverage across CPI titles and websites
Pre-Event:
- Logo on event collateral, plus media plan worth over $419,544.00
- Logo on event website with 250-word company profile
- Dedicated EDM to Mother, Baby & Child database (over 100,000 readers)

Event:
- 5m x 5m activation space (to be managed and produced by Sponsor)
- Logo on all event branding where the ‘ACTION FOR HEALTHY KIDS – LET’S GET FIT!’ name is used including, but not limited to, Start/Finish gantry, registration area, stage, directional signage, event map
- 6 x branded flags (produced at own cost)
- 2 x dedicated PA announcements
- Opportunity to do branded competition giveaways

Post-Event:
- Comprehensive post-event report
- Inclusion in post-event coverage across CPI titles and websites
MARQUEE SPONSOR $15,000

- 5m x 5m with PVC soft walls
- Three open sides
- Electricity
- Lighting & Carpet

What you will receive:
- Listed on all pre and post-event marketing campaigns as 'Marquee Sponsor'
- Listed on event website as ‘Marquee Sponsor’
- Opportunity to take part in sponsoring competition prizes
- Opportunity to distribute collateral

TENT SPONSOR $10,000

- 3m x 3m with PVC soft walls
- Three open sides
- Electricity
- Lighting & Carpet

What you will receive:
- Listed on all pre and post-event marketing campaigns as ‘Marquee Sponsor’
- Listed on event website as ‘Marquee Sponsor’
- Opportunity to take part in sponsoring competition prizes
- Opportunity to distribute collateral

Own Set-Up

- 3m x 3m space = $5,000
- Promotional Table 1.8m x 0.8m = $2,000
## Sponsorship Benefit Table

<table>
<thead>
<tr>
<th>PRE-EVENT BENEFITS</th>
<th>PRESENTING PARTNER</th>
<th>AREA ZONE SPONSOR</th>
<th>OFFICIAL PARTNER</th>
<th>MARQUEE</th>
<th>TENT</th>
<th>3×3 OWN SETUP</th>
<th>PROMOTIONAL TABLE</th>
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<tbody>
<tr>
<td>Media Plan Worth $419,544.00</td>
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<tr>
<td>Logo on event registrations, flyers</td>
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<td>Dedicated Press release</td>
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### AT THE EVENT

- **Event Co Branded**: Exclusive to Presenting Partner  
- **Exclusive Branding on T-shirts or Wrist Bands**: Exclusive to Presenting Partner  
- **Exhibition/Demonstration space**:  
  - 2 x Premium Spaces  
  - 2 x 6m x 6m  
  - 1 x 5m x 5m  
  - 1 x 5m x 5m Marquee  
  - 1 x 3m x 3m Tent  
  - 1 x 3m x 3m space  
  - 1 x 1.8m x 0.8m table  
- **Logo on event branding**: Co Branded, Logo, Logo  
- **Branded Flags**:  
  - 20  
  - 10  
  - 6  
- **Stage slots**:  
  - 3 x 20 minutes  
  - 1 x 20 minutes  
- **PA announcements**:  
  - Frequent throughout the event  
  - 4  
  - 2  
- **Present Trophies**:  
  - 4  
  - 1  
- **Competition Prizes**: ✓

### POST EVENT

- **Comprehensive Post Report**: ✓ ✓
- **Inclusion in post event coverage across CPI titles and websites**: ✓ ✓
CONTACT US

Bespoke packages can be tailored to meet and deliver your company’s key messages to an engaged audience.

For further details please contact:

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+971 52 8611843