



The Wye Valley Baby Show

Balloon Sponsorship 2011

The Wye Valley Baby Show is an excellent opportunity for companies to reach their target market and increase brand awareness of their products and services in South Wales and the Wye Valley area,

It is also a great way to drive sales directly to the consumer and form new customer leads for future business prospects. The event is the ideal platform for any company that sells products or offers services and resources, and is targeted at new or expectant parents and families with young children.

Sponsorship Benefits:

- Your company branding on 250 balloons
- Your company name and logo will be positioned on both the home page and sponsorship page of The Wye Valley Baby Show website. Additional company information will be on the sponsorship page - www.wyevalleybabysshow.co.uk (January-May 2010 data: 62971 hits and 1160 unique visitors)
- Your company branding & chosen literature displayed within the visitor registration area
- Your chosen literature placed in our high quality and exclusive show bags. Only 100 bags distributed at the event.
- Your company name and logo on all publicity related to the show;

400 x posters and 25,000 flyers distributed to target audience:

Playgroups, nurseries, soft play centers, libraries, maternity units, community centres, primary schools, retail outlets, NCT sales, visitor attractions, doctor surgeries & health centres,

Magazine and newspaper advertisements in the following, totaling 159,124 copies

The Forest & Dean Wye Valley Review (circulation 43,124)
Primary Times – Newport & Monmouthshire (circulation 40,000)
Hereford Times (circulation 35,000)
South Wales Argus (circulation 25,000)
Abergavenny Focus (circulation 8,000)
Monnow Voice (circulation 6,000)
NCT Newsletters – Herefordshire & Monmouthshire (circulation 2,000)

Cost: £POA

The above sponsorship package can be tailored to suit individual client requirements. We are open to discussion to customise a package to suit your needs and also to develop promotional campaigns in partnership with all sponsors.

For further information please contact Liesel Townley, Event Manager on 0845 269 2035 or info@wyevalleybabysshow.co.uk

