



Teacher of the Month Campaign:

“Amazing Teacher” Recognition

- **Mission:** engage local KC metro parents & grandparents to create and grow goodwill with our community by recognizing amazing teachers and educators serving our kids.
- **Results:** increase top of mind connection for Sponsors, grow reach and engagement with local parents, grandparents and families, drive traffic to Sponsor web site, retail locations and their social media platforms.
- **Execution:** ask iFamilyKC readers to nominate a special teacher and provide a short description of what sets the teacher apart. Nomination form will be online on all iFamilyKC platforms and will be featured on Sponsor sites as well. Each month a panel of iFamilyKC staff will review all nominations and select the month's top teacher. Each teacher is recognized in monthly print issue of iFamilyKC (30,000 copies distributed throughout the KC metro monthly at over 1,000 locations), on www.iFamilyKC.com, on Sponsor web site, on iFamilyKC Facebook, Instagram, Pinterest and Twitter, as well as in iFamilyKC eNews sent to our database of 20,000+ local families. Teacher will be given a gift card for school supplies and a plaque recognizing their contribution to our community. Plaque will include sponsor logos.
- **Sponsors will receive:** core media promotions throughout this entire campaign over 12 months, with digital publication, print publication, logo inclusion in homepage banner ad on www.iFamilyKC.com, inclusion in Dedicated eBlast to iFamilyKC readers announcing each month's winner, logo inclusion in all promotions asking for nominations and announcing winner that will be pushed out on iFamilyKC Facebook, Instagram, Twitter and Pinterest. iFamilyKC provides exclusive branding for the sponsors throughout the campaign. Title Sponsor can provide iFamilyKC a new lead-gen question each month that will be included in the nomination form to help learn about their audience.



**Over
130,000
monthly
pageviews**

**114,600
Social Media
Followers**

**Facebook
Reach
587,000+
per month**

**20,800+
local families
on email
list**

iFamilyKC has been designated a top influencer in Kansas City. Successfully reach your target audience with content they want, through people they trust.



Let iFamilyKC get your message in front of area parents and grandparents via our integrated media solutions.

Title Sponsorship:

\$18,500 for 12 months

Includes everything stated above in the “Sponsors will receive” plus:

1. Full page ad in print and digital publication for 12 months, content to be determined by Sponsor. New ad can be submitted monthly.
2. Three Facebook Live Video promotions done at Sponsor location(s), promoting content or event of your choice. Our team comes to Sponsor location to do the interview/tour/infomercial that is promoted to our 105,000+ iFamilyKC Facebook followers, boosted with paid targeted Facebook ad. Dates for the three Facebook Live video promotions TBD by Sponsor.
3. Social Media promotions each month promoting the content of the ad provide by Sponsor for that month on iFamilyKC Facebook, Instagram, Twitter and Pinterest.
4. 6 Dedicated eBlasts to be deployed to iFamilyKC eNews audience (20,000+ local families), one Dedicated eBlast every other month. Content is solely about Sponsor message, dictated by Sponsor.
5. Title Sponsor will provide iFamilyKC a new lead-gen question each month that will be included in the nomination form to help learn about their audience.

Supporting Sponsorship (2 available):

\$9,000 for 12 months

Includes everything stated above in the “Sponsors will receive” plus:

1. Half page ad in print and digital publication for 12 months, content to be determined by Sponsor. New ad can be submitted monthly.
2. One Facebook Live Video promotion done at Sponsor location, promoting content or event of your choice. Our team comes to Sponsor location to do the interview/tour/infomercial that is promoted on our iFamilyKC Facebook 105K+ followers, boosted with paid targeted Facebook ad. Date for the Facebook Live video promotion TBD by Sponsor.
3. Social Media promotions each month promoting content of the ad provided by Sponsor for month on iFamilyKC Facebook, Instagram, Twitter and Pinterest.