



"In Print, Online and On the Go!"



Want to host an iFamilyKC Kids Club Event?

Here are the answers to the most FAQ:

Hosting one of our iFamilyKC Kids Club events is offered **exclusively to our print advertisers** as a way to get new faces through your doors to experience all that you offer. The goal is to transition the attendees into repeat clients, customers & students. iFamilyKC schedules these events months in advance so it's best to get your reservation in early. These events are a **marketing tool** to be used in order to reach and attain new clients/students for you. You should use the opportunity with the captive audience at the event to give your short infomercial, 5 minutes or less, about your products/services and let the attendees know what you have coming up. Tell them why you are different, what you provide, spell out your features and benefits. Get them to sign up for your email list, Facebook page etc. so you can build the relationship beyond the day of the event. **THIS IS IMPORTANT TO GET MAXIMUM RESULTS: Offer a SPECIAL price, discount or package that is only available if they buy, sign up or book a party the day of the event.** This has been *extremely* effective in getting new students/clients/parties which is the point of these events.

Here's what iFamilyKC provides:

- Promotions of the event on www.iFamilyKC.com, through dedicated email blast invitation to the Kids Club event.
- Official Facebook Event on our iFamilyKC Facebook page, with your Facebook page tagged as the hosting partner. These official Facebook events get coverage and traction on other sites, so the reach is even more wide.
- We promote the event on our iFamilyKC Instagram & Twitter & in our weekend planner eBlasts.
- We can handle all RSVP #'s so you have an idea of how many kids and adults to expect.
- We also can coordinate the waiting list if there is one.

- In most cases, an iFamilyKC team member will arrive at your event to take some photos and/or Facebook LIVE Video that we can share online to showcase the fun had at your event. In the event that we cannot staff the exact date/time of your event, we ask that you have one of your team take photos and send to us so we can produce a recap promotion of the event.

Here's what you provide:

- Location to host the event, typically 2 hours, but it can be shorter or longer if you prefer. Day of week and time of day are up to you based on your needs and the audience you are wanting to attract.
- FREE or at least 50% Off regular price admission for our readers, followers & fans for the 2 hour period that the event takes place. Free events obviously draw even bigger crowds than events with a fee. Keep in mind that these events are a marketing tool. The goal is not revenue from attendees that day, but rather getting them in to learn about all that you offer so you can book future sales, purchases, classes, camps, parties etc. If you do collect a (50% off) fee, you keep 100% of the revenue, which is nice way to offset some of your marketing budget.
- Your staff to coordinate and provide activities for the kids at the event. Activity can be a physical activity, sport, games, craft, story time, magic show, face painting, ballooning etc. If you need help with creating the right activity for your location, we are here to help and can sometimes secure entertainment for your Kids Club event if you need it.
- **A limited time special offer, coupon or discount that is for the attendees that day or for a repeat visit.**

Ready to book an iFamilyKC Kids Club Event and build your business? Email info@ifamilykc.com ASAP!