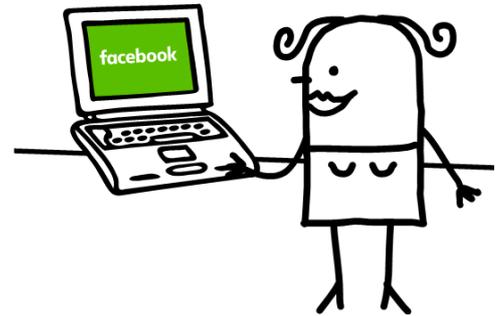


## Mykidstime can help

Do you need to get the word out to parents about your attraction and your seasonal events? We can help.



Mykidstime is one of the **most trusted online brands\*** for parents and kids. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

With a highly engaged community of loyal, action-taking parents, we can actively promote your messages to our website visitors, mailing list and social media audience.

\* Based on 2012-8 Userneeds surveys benchmarked against other websites

We can help parents get excited about your attraction and your events!

This year we have added new things to our annual packages as we constantly look to evolve and build on our innovative campaigns to bring the results that you need.

What's everyone so excited about?



Mykidstime Ltd. [www.mykidstime.com](http://www.mykidstime.com)

Registered in Dublin, Ireland. Registered number 433713.

Registered Office address: 24 Oran Glen, Oranmore, Co. Galway

Directors: J. Holtz, M. Davitt, J. Rix

## Our Packages

The Mykidstime team can work with your attraction to create tailored packages but if you want an off the shelf option here are 4 typical packages to choose from.

# BRONZE PACKAGE

Use our What's On articles to get the word out about your event quickly and easily.

Your event with image or video, text and outbound link is placed onto our **"What's on..." monthly features** promoted on our website, ezine and social media.

We also have **seasonal "What's On..." features** for Mid Term, Easter, Summer, Halloween & Christmas that we can add your event to.

**COST:** €300 ex VAT

# ANNUAL SILVER PACKAGE

This package is designed to promote family events and kids workshops you are running. Our focus is to get the word out about those events. We also promote your Attraction to parents as a family friendly destination they should visit. Included in this package:

### Content

1. We will add **your events or workshops** onto our monthly "What's on..." article as well as our seasonal What's On holiday features.
2. We will add your events or workshops or Attraction to **new themed event features** we create e.g. Fairy Events or Elf Events or The Best Science Places.
3. Your Attraction placed in prime position on up to 3 **relevant annual special features or guides**, promoted on the Home page, ezine and social media, e.g. "99 Fantastic Places To Take Your Child This Summer" or "Staycation Guide for Ireland".
4. If you run kids camps during school holidays we will add those onto our **camps features**.

5. If your attraction offers family friendly eating options we will include you on our **top 100 child friendly eating guide** as well as our **local child friendly eating guide**.

6. If your attraction offers family friendly accommodation options we will include you on one of our most popular **family friendly accommodation features**.

7. If your attraction offers birthday parties for kids, we will include you on our **unusual party places guide** as well as **our local party guide**.

## Competitions

8. We will run a **website competition** to give away family event tickets or entry tickets. If you want the opt ins we can arrange for you to have an extra opt in box and give you the emails from the entries for your own mailing list.

## Social

9. We use our **Social Media channels** to showcase your events as well as your Attraction to parents across Ireland.

10. We will share 1 **dedicated Instagram Story or post on our Instagram newsfeed** about your attraction or upcoming event on our Instagram channel.

## Feedback from Parents

11. We will put **one key question** to both our parent panel and to our social media audience (Facebook/Instagram/Twitter) on your behalf to help you decide on important services you want to offer them. This could be anything from when to run events or camps to what new things to offer to what else to add to existing events to make them newer and more appealing.

**COST: €1200 ex VAT**

# ANNUAL GOLD PACKAGE

## Content

1. We will add **your events or workshops** onto our monthly “What’s on...” article as well as our seasonal What’s On holiday features.
2. We will add your events or workshops or Attraction to **new themed event features** we create e.g. Fairy Events or Elf Events or The Best Science Places.
3. We will create up to 3 **new Blog posts** for your Attraction (e.g. “10 Unusual Things to Do With Kids At...” ) to place on our Things to Do or Travel section.
4. Your Attraction placed in prime position on **all our relevant annual special features or guides**, promoted on the Home page, ezine and social media, e.g. “99 Fantastic Places To Take Your Child This Summer” or “Staycation Guide for Ireland”.
5. If you run kids camps during school holidays we will put you in prime position onto our **camps** features.
6. If your attraction offers family friendly eating options we will include you in prime position on our **top 100 child friendly eating guide** as well as our **local child friendly eating guide**.
7. If your attraction offers family friendly accommodation options we will include you in prime position on our relevant **family friendly accommodation features**.
8. If your attraction offers birthday parties for kids, we will include you in prime position on our **unusual party places guide** as well as **our local party guide**.
9. We will work with you to help you **create a piece of content** that you can use for your own marketing. This could be a useful checklist, guide, infographic, whatever we think will work best to engage parents. We will take care of this for you.

## Competitions

10. We will run **website competitions** as and when you wish, generating optin emails if required.
11. We will also run some fun **Instagram or Facebook quick competitions** for brand awareness about upcoming events.

## Social

12. We use our **Social Media channels** to showcase your events as well as your Attraction to parents across Ireland.

13. We will share up to 6 **dedicated Instagram Stories** about your attraction or upcoming event on our Instagram channel and on our Newsfeed.

14. You can do an Instagram Story takeover on our Instagram and showcase your Attraction with either a Day in the Life of.. or highlights of what you have to offer families. If you'd like to do this on Facebook Live, then we can organise that as well.

15. We will create a **special Pinterest board** with you with highlights from your Attraction to promote you as a family friendly destination for families.

## Feedback from Parents

16. We will run **online surveys and/or online focus groups** to ask our community for insights and feedback to help you decide on important services you want to offer them. This could be anything from when to run events or camps to what new things to offer to what else to add to existing events to make them newer and more appealing.

COST: €2000 ex VAT

The logo for My KidsTime, featuring the word "My" in a small, grey, sans-serif font, followed by "KidsTime" in a large, bold, green, sans-serif font. The "i" in "Kids" has a dot, and the "T" in "Time" is a simple, blocky letter.

We look forward to working with you.