



Become a sponsor of the Little Kids Day Out and enjoy numerous benefits while helping support families across the Gympie Region. Your sponsorship will be prominently featured at the event, as well as on our Facebook page and website.

Held at the Gympie Show Pavilion and grounds, the Little Kids Day Out attracts over two thousand parents and young children. Supported by all schools, early learning centers, support service providers, sporting clubs, and creative arts studios in the region, the event boasts three hundred volunteers providing entertainment, activities, and information booths. Child health and allied health professionals, schools, early learning centers, and other community groups also participate.

We're reaching out to businesses with direct connections to families with young children, seeking sponsorship to continue offering the event at no cost to families. This is particularly vital to us as we aim to support vulnerable children and increase awareness of the crucial role parents play in providing high-quality environments and interactions for young children, leading to better school readiness and health outcomes.

The Australian Early Development Index results for Gympie reveal higher rates of children living with vulnerability compared to Queensland and Australia as a whole, emphasizing the importance of our work.

We'd love to discuss how you can support our award-winning event. Let's chat!

Please join us to support families with young children in our Region

2023 Gympie Regional Community Group/Event/Organisation of the year Winner

2018 Healthy Towns Major Award Winner

2017 Gympie Regional Community Event of the Year Award Winner

2017 Healthy Towns Connection to Place Award Winner

We value:

1. the vital role parents & community play in the development of children to reach their potential.
2. being inclusive of children and families in all their diversity.
3. lifelong learning and creativity for all people.

Our Vision:

Every child in the Gympie region will have many opportunities to learn, be creative and succeed in life through attentive parents, supportive families, and high-quality community services.

Our Mission:

To assist families & the community to support children, to develop their creativity, to instil a love of learning and the arts, and to provide the best possible start to life.

SPONSORSHIP OPPORTUNITIES

An opportunity to promote your business by placing your marketing material in the free goodie bag handout. Logo representation on www.littlekidsdayout.org.au and <http://www.facebook.com/littlekidsdayoutgympie> and www.facebook.com/allaboardgympieregion and www.allaboardgympieregion.org.au

OPTION 1 PLATINUM \$3000

- Largest logo on 7000 event flyers distributed across the region to all families at ALL early learning centres and ALL schools, medical centres and businesses (front page and on program sponsors page).
- At least four personalised Facebook post/video on both our www.facebook.com/littlekidsdayoutgympie and www.facebook.com/allaboardgympieregion Facebook pages. We would love to collaborate with you to make these meaning full to our focus audience.
- Place your pull-up banners or signs around the area at 4 locations including on stage.
- Live feed of your Facebook page on our LKDO website for 6 months www.littlekidsdayout.org.au (at a time frame suitable to you)
- Half page advertisement on event day program distributed on the day and posted on Facebook (20,000 shares) and websites. Traditionally shared extensively across region by all involved.
- Logo, link, and blurb on Sponsorship page of www.littlekidsdayout.org.au/sponsorship/
- Logo on all printed materials e.g., competitions, feedback forms etc.
- Sponsorship acknowledgement in press releases submitted to publications.
- Live link (# @) in the shared Facebook posts for event.
- Choice of position of stand (in negotiation with us and in line with the management of the entire site)
- Verbal acknowledgement on the day, individually thanked at event opening.

OPTION 2 GOLD \$1000

- Your logo on 7000 event flyers distributed across the region to all families at ALL early learning centres and ALL schools, medical centres and businesses (front page and on program sponsors page).
- At least two personalised Facebook post/video on both our www.facebook.com/littlekidsdayoutgympie and www.facebook.com/allaboardgympieregion Facebook pages. We would love to collaborate with you to make these meaning full to our focus audience.
- Quarter page advertisement on event day program distributed on the day and posted on Facebook (20,000 shares) and websites. Traditionally shared extensively across region by all involved.
- Logo, link and blurb on Sponsorship page of www.littlekidsdayout.org.au/sponsorship/ website.
- Sponsorship acknowledgement in press releases submitted to publications.
- Live link (# @) in the shared Facebook posts for event.
- Choice of position of stand (in negotiation with us and in line with the management of the entire site)
- Verbal acknowledgement on the day, individually thanked at event opening.

OPTION 3 SILVER \$500

- Logo, link and blurb on Sponsorship page of www.littlekidsdayout.org.au/sponsorship/ website.
- Live link (# @) in the shared Facebook posts for event.
- Verbal acknowledgement on the day individually thanked at event opening.
- Positioning of site after major sponsors above are allocated.
- Verbal acknowledgement on the day, individually thanked at event opening.

OTHER

All donations are welcome. We can develop a package to suit your budget and needs.

Why the Little Kids Day Out?

The target audience of the event is families with young children across our region. The information booths, activities and performances that are provided are suitable for families with children under the age of eight years old but are of interest to older children as well. The committee plans to have as many support service providers, schools, early learning centres, sporting clubs, creative arts studios and businesses supporting young children involved in the event. Each will distribute information on how they can support families and provide an activity and how they can support families with young children.

The event aims to have, as much as possible, activities that are open ended and can be done at home by parents. Parents participate in activities with their children on the day. Volunteers supervising each activity, will model positive interactions between adults and children in the hope that the parents will replicate these at home. The event aims to aid and encourage increased high-quality parental engagement in their children's learning and development. Our aim is to also encourage parental uptake in participation of services and resources available in our region. The committee hopes the event will have a positive influence in children's readiness for school.



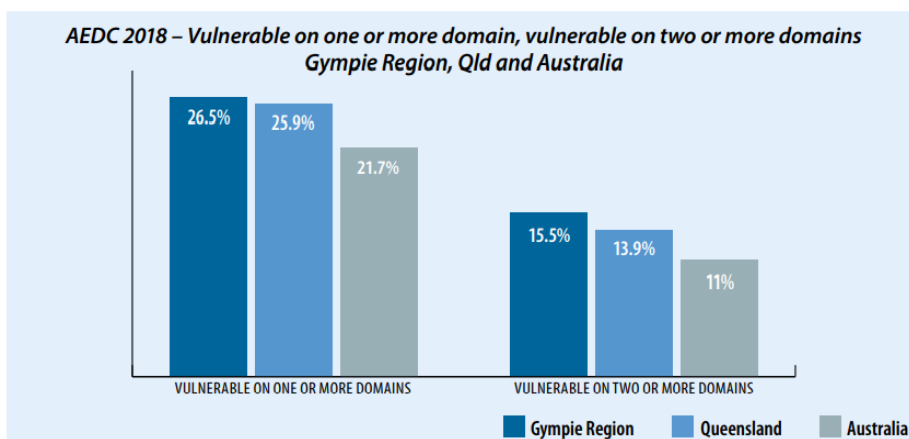
46.1% of Gympie region residents sit in the most disadvantaged quintile on the socio-economic disadvantage index (compared to 20% for Queensland) and 24.8% of families with children under 15 years had no parent working (State of Children in the Gympie Region 2020)

26.5% of our region's children have been identified as being vulnerable in one or more areas of the Australian Early Developmental Census (AEDC). This means that nearly 1/3 of our children are not ready for school. The AEDC collects data on each child's Communication Skills and General Knowledge, Language and Cognitive Skills, Physical Health & Wellbeing, Social Competence and Emotional Maturity. The AEDC data is assessed by Prep teachers every three years. See table below for what is assessed in each of the key areas.

The results clearly show that there is a high need for parental education and promotion of family support services in our region. Because our region has significantly more children vulnerable in each of the developmental domains, we believe there is a high need for parents to engage in high quality early experiences and interactions with their children. This knowledge will assist them to provide a foundation for their children to reach their fullest potential.

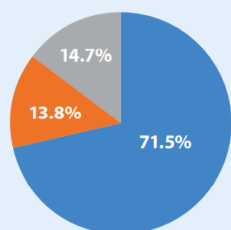
Our event features on the AEDC National website as an excellent example of community coming together to address AEDC results.

Australian Early Development Census key areas assess

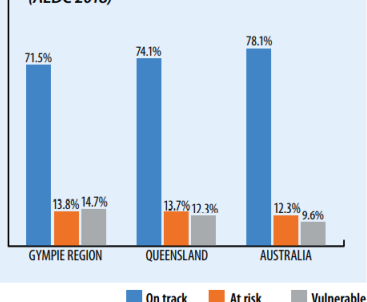


Physical Health and Wellbeing

Physical health and wellbeing of children in the Gympie region (Gympie LGA, AEDC 2018)

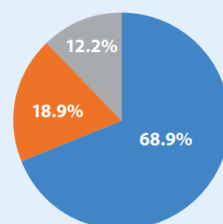


Physical Health and Wellbeing domain (AEDC 2018)

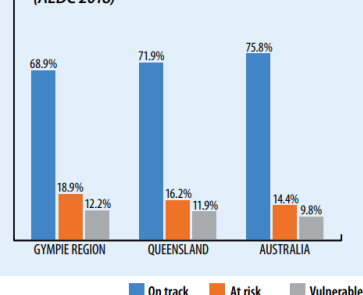


Social Competence

Social competence of children in the Gympie region (Gympie LGA, AEDC 2018)

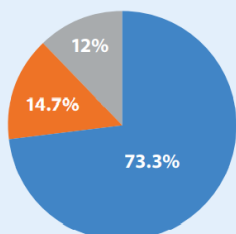


Social Competence domain (AEDC 2018)

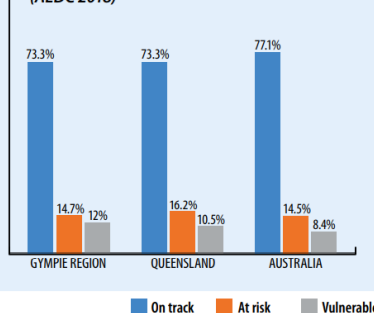


Emotional Maturity

Emotional maturity of children starting school in the Gympie region (Gympie LGA, AEDC 2018)

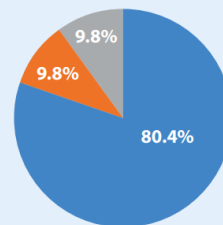


Emotional Maturity domain (AEDC 2018)

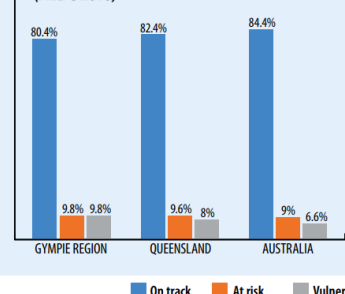


Language and Cognitive Skills

Language and cognitive skills of children starting school in the Gympie region (Gympie LGA, AEDC 2018)

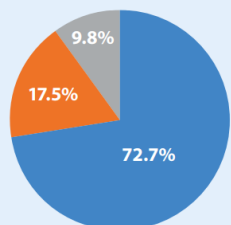


Language and Cognitive Skills domain (AEDC 2018)



Communication skills and general knowledge

Children in the Gympie region – communication skills and general knowledge (Gympie LGA, AEDC 2018)



Communication and General Knowledge domain (AEDC 2018)

