



Connecticut
Paid Leave

FAMILY EXPO

BUDGET

December 2024

Who, What, Where, When, Why



- This will be a CT Paid Leave sponsored Family Expo open to parents and families in Connecticut. For our first event, we are striving for 100-200 attendees in total throughout the course of the day.
- We are leaning towards having the event in *Hartford* on a Saturday in *October 2025*.
- Event Goals:
 - 1. **Education:** to teach stakeholders about CT Paid Leave (get our name out there) and build top of mind awareness.
 - 2. **Relationships:** to build and strengthen new and existing symbiotic relationships with community partners, non-profits, and other state agencies by providing them a space to share their resources.
 - 3. **Community:** to become trusted messengers by providing a space for families to feel welcomed and supported.

Additional Details



- ***For Parents***

- Vendors including state agencies, local nonprofit organizations, health providers, and small businesses focused on family resources (i.e., mobile bookstore)
- Passports: As an incentive to visit every vendor, we are creating a passport and brainstorming partnerships with other organizations to provide a raffle for parents who completely fill their passports.
- Rotary Club Amber Alert ID cards
- CT Paid Leave goodie bags given to parents as they check-in
- We are discussing ways to have food options on site for individual purchase

- ***For Children***

- We will ask every vendor to bring something fun to give the children that stop by their tables with their parents (i.e., candy, stickers)
- Halloween themed craft/activity stations: We hope to partner with CREC and/or Hartford Public Schools to give volunteer hours to older students who help run the stations.
- Touch-a-Truck with the Hartford Fire Department and Police Department
- Children are encouraged to wear Halloween costumes
- Polaroid camera photobooth with props
- Face painting and balloon twisting

Marketing/Promotion



- Dedicated digital campaign targeting families with young children and expectant parents
 - Search, display, and social
- A portion of our normal advertising buys in the Hartford market will be reallocated to promoting the family expo
 - TV, radio, print, and outdoor
 - Will ask our media partners to include the event on their event calendars/newsletters
- Targeted family activity websites will include Mommy Poppins, Kidtivity.com, and Macaroni Kid
 - Display ads on these websites, newsletter inclusion, event calendar inclusion
- We will design and print handouts to share with our exhibitors and partners as well as to distribute at our other outreach events and relevant community partners
- Community Education Coordinators will be asked to share handouts as they are conducting outreach activities as well
- Free event platforms such as Eventbrite

Budget



1	Budget Item	Cost
2	Venue	\$1,500
3	Decorations	\$550
4	Entertainment: Face Painting	\$550
5	Entertainment: Balloon Twisting	\$550
6	Entertainment: Craft Supplies/Miscellaneous	\$2,000
7	Advertising/Marketing & Promotional Material	\$10,000
8	Contingency	\$1,515
9	Total:	\$16,665