

A DAY FOR SAFETY, FUN & GAMES

STRONG KIDS SAFE KIDS



**Chemung County Working Together to Keep
Kids Strong and Safe**

To: Potential Strong Kids Safe Kids Participating Agencies and Organizations

From: Susan Collins, Misty Purdy - 2010 Strong Kids / Safe Kids Co-Chairs

We are looking forward to having you join the hundreds of families and over 100 community organizations at the 26th Annual Strong Kids / Safe Kids event to be held from 10:00 am to 3:00 pm Saturday, August 21st at the Chemung County Fairgrounds. Strong Kids participants represent a broad segment of the community and we encourage you to think about being part of this exciting event if you haven't been in the past. Strong Kids offers your organization a unique opportunity to promote your mission and educate and inform thousands of children and parents in a fun-filled and exciting environment.

All Participants are asked to provide a simple hands-on activity for children as part of their organization's display. The purpose of the event remains the awareness of children's health and safety issues and the prevention of child abuse and neglect. However, past experience has shown providing some type of fun interactive activity for pre and elementary school age children will increase traffic at your display. You are strongly encouraged to provide educational materials, but be aware that the effectiveness of your message will be enhanced if your booth is an attractive and exciting destination for kids.

As the event will be held rain or shine and covered space is limited, we strongly recommend you consider bringing a pop-up tent or canopy to protect your display from sun or showers. Access to power is limited, and we recommend you choose an activity that does not require electricity. Please remember there should be no charge to the public for activities or sales of promotional items at Strong Kids/Safe Kids.

If you would like to participate but don't have the manpower to staff your own booth; perhaps you would like to sponsor an entertainment performance or an activity (e.g. the miniature train) which requires financial support. We know of a number of individuals or groups who would be glad to promote your organization as their sponsor at the event. Call Susan Collins at 607-734-3437 or 607-272-0034 if you are interested in this option.

If you wish to participate you can download at registration form at http://elmirasksk.com/Regis_info.htm or complete the attached registration form and mail/fax it back to Susan Collins, Strong Kids Safe Kids, 465 West Church St, Elmira NY 14901, Fax# 607-216-9663.

A SK/SK committee member may have already contacted some of you. If so, that's great, but we still need your form indicating any special needs you may have. You will receive a registration confirmation and information about organization check-in procedures prior to the event.

We look forward to your organization's participation in celebrating 26 years of a unique, fun, and exciting Chemung County event. Please let us know how we can help you become part of Strong Kids / Safe Kids.

Tips for Participating Organizations

We will be holding the event rain or shine so come prepared for any kind of weather. As both shade and covered areas are limited at the fairgrounds, bringing a pop-up tent is strongly recommended. A canopy not only provides shelter, it gives you a place to hang your organization banner and/or display information. The more visible you make your display, the more likely you are to draw people to your booth.

Fun, interactive activities will draw families to your booth and give you an opportunity to promote your message or organization. The longer kids stay at your booth, the longer you have to talk with their parents. The more active the activity, the better, we have lots of room at the fairgrounds.

Complimentary coffee will be available in the morning and water throughout the day, but we are unable to provide free food to volunteers manning participating organization booths.

Last year's attendance was estimated between 8 –10,000 people. Plan on bringing a minimum of 1,000 give away items, brochures etc. Don't put out all your freebies at once, stagger your supply throughout the day – or even better have kids complete an activity to earn them.

This year kids will once again earn credit toward free school supplies by visiting a set number of organization booths/displays that will stamp or punch a redemption card that must be filled out in order to receive a bag of supplies. All organizations providing an activity will be offered an opportunity to participate in the school supply giveaway thereby providing families with increased activity choices and all organizations with an opportunity for increased traffic at their booth.

We recommend you arrange to have at least 2 people staffing your booth at any one time. We will have an exhibitors only gate and parking area available to make it easier for organization volunteers to come and go throughout the day.

Registration will begin Saturday morning at 7:30 AM. All participants **MUST CHECK IN** at the 4-H Building at the south end of the fairgrounds. Vehicles may be driven into the event area for set up (via Gate 3 only) and **MUST BE out of the event area by 9:00 AM**. Volunteers will be available to help you unload your equipment at your exhibit site and allow you to move your vehicle immediately to the participant parking area prior to setting up your display.

For safety's sake, **vehicles will not be allowed into the event area after 9:00 A.M.** Please time your arrival to allow sufficient time for registration, unloading, and moving your vehicle. We suggest you time your **arrival on Saturday no later than 8:30 A.M.** You may set up tents or drop equipment at your exhibit site on Friday between the hours of 1:00 and 2:30 PM. SKSK staff will be laying out the event on Friday and cannot guarantee identifying your assigned space until after 1:00 PM.

We will be posting a wish list on the Strong Kids Safe Kids website in the near future with suggested activities and funding opportunities. In the meantime feel free to contact a member of the SKSK committee if you need ideas about activities or giveaways. You can find a list of committee members and contact information on our website.

Strong Kids Safe Kids 2010

10:00 am to 3:00 pm • Saturday, August 21, 2010

Chemung County Fairgrounds

Participant Registration Form

All participants are responsible for **bringing their own tables, chairs, canopies, electrical cords or other equipment** needed for displays! A confirmation letter will be sent prior to the event. We will try our best to provide you with your choice of location, but specific requests cannot be guaranteed at this time.

Along with your registration please provide a Certificate of Liability Insurance listing “Chemung County as an additional insured with respect to the Strong Kids Safe Kids event to be held 8/21/2010 at the Chemung County Fairgrounds.” All organizations conducting an activity are required to send an insurance certificate to Sharon Crisjohn at Chemung County prior to 8/6/10, (see address and fax below).

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____ email: _____

Our display theme and hands on activity will be:

We will be bringing a canopy or tent: Yes: _____ No: _____

Canopy Size: _____ ft. by _____ ft.

Space Needs:

Booth frontage/width in 15ft sections: # _____ of sections

Depth: # of Feet _____

My organization will need electricity: Yes: _____ No: _____ (*Access to electricity cannot be guaranteed.*)

Special Needs:

**Send / Fax Registration Forms
by July 23/10 to:**

Susan Collins
Strong Kids / Safe Kids
465 West Church Street, Elmira, NY 14901
FAX: 607-216-9663

**Send / Fax Insurance Certificates
by 8/6/10 to:**

Sharon Crisjohn
Chemung County Law Dept
PO Box 588, Elmira, NY 14902
FAX: 607-737-0351

Questions: scollins@nysccc.org • 607-734-3437 • www.elmirasksk.com