

# BBNA Local Marketing Opportunities



## On-Site Center Events

All open houses should have another incentive to attract families in the community. And should include:

- **Seasonal and Thematic Events**
  - Fall festivals, Halloween events, breakfast with Santa, meet the Easter Bunny.
- **Interactive Activities**
  - Games, face painting, balloon animals, magic shows, and character impersonators.
- **Educational and Fun Classes**
  - Hosting local musicians, yoga instructors, or dance teachers for free classes.
- **Safety and Awareness Programs**
  - Collaborate with local authorities for educational sessions on safety.
- **Creative Workshops**
  - Art classes, family photo days, and craft sessions to engage the community.

## Community Events

All Centers that currently belong to their local chamber of commerce should take advantage of all available networking and community chamber events. Chamber and local events tend to include:

- **Local Parades and Festivals**
  - Participation in Fourth of July, Christmas, Back-to-School, and other local festivals.
- **Community Service Projects**
  - Initiatives like toy drives, care packages for the homeless, and community clean-ups.
- **Local Sports and Arts Participation**
  - Engage with local sports team events and art festivals for outreach.

If you are not a chamber member, we do encourage it. If you are not, you should still research local events to take part in.

## Partnerships:

- **Local Business Engagement**
  - Collaborate with pediatricians, maternity clinics, toy stores, and family-friendly restaurants for brochure distribution and promotional events. Provide them with gift baskets of collateral.

The marketing team is here to provide support. Please email [marketing@brightpathkids.com](mailto:marketing@brightpathkids.com) to let us know about your event and if we can provide marketing materials as well as add it to the website.