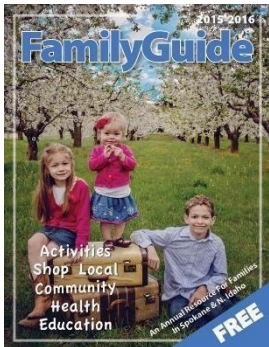


# FamilyGuide

www.thefamilyguide.org



## Promote Your Business to 30,000 Local Families

*Established in 2006. The Family Guide is a 501-C3 Organization. We print 30,000 copies per issue 3x a year = 90,000+ readership*

90% distributed through the private, early learning, daycare's & elementary schools, in Spokane and N. Idaho. Remaining 10% distributed through libraries, community events and non-profits.



Established in 2006. The Family Guide is a 501-C3 Organization. Our mission is to strengthen & support families in the Spokane & N. Idaho area. We carry out this mission by publishing a quarterly Parenting Guide and organizing community events designed to provide the community local resources, & information to build & strengthen kids & families.

## Scroll down to page #6 to view our 2018 Events.

For Information: [Charity@thefamilyguide.org](mailto:Charity@thefamilyguide.org)

509.928.9664 [www.thefamilyguide.org](http://www.thefamilyguide.org)

Find & LIKE us on facebook: [nwfamilyfunfair](https://www.facebook.com/nwfamilyfunfair)



## The Family Guide Deadline & Ad Rates

	Issue	Deadline	Distribution
2018 Schedule	Spring 2018	February 15	Late February
	Summer 2018	April 25	Late May
	Fall 2018	September 20	October

Ad Sizes	1x	2x	3-4x
Back Cover	\$1,500	\$1,300	\$1,200
Page #2, Inside Front or Inside Back	\$1,000	\$900	\$800
Full Page Ad/Advertorial	\$800	\$750	\$700
Half Page	\$550	\$500	\$450
Third Page	\$250	\$225	\$200
*Basic Listing – 4 Lines	\$30	\$25	\$20

**Note:** All ads must be camera ready. The Family Guide’s advertising price does not include design fees which is extra. Please submit ads in a jpg or pdf format

**Full Page Advertorials:** Promote your business in an informative article format. Includes 400-word count article plus your logo and/or image, business name, address, website, phone number.

**\*Basic Listing Includes 4 Lines:** Business Name, Address or Email, Phone# & Website

- FREE Basic Listing w/ an Ad Purchase
- FREE Basic Listing 501-C Organizations, Churches & Schools (Limit 1 FREE Listing per issue)
- Additional Basic Listings at \$15.00 Each

**Optional UPGRADED LISTING:** \$50.00 includes a 50-word count description or \$1.00 a word.

- Please send your upgraded listing in an attachment or via email – [Charity@thefamilyguide.org](mailto:Charity@thefamilyguide.org)

In Every Issue: *Activities, Family Friendly Events, Community & Emergency Resources, Contest, Education, Family Friendly Businesses, Children’s Health & Wellness and more!*

## The Family Guide 2018 Editorial Calendar

*In Every Issue:* Education, Activities, Health, Parenting Resources, Family Friendly Businesses, Contests, Pictures of Local Kids, Community Events and more!

### **Spring Issue:**

*Schools & Early Learning Centers  
Student Exchange, Cultural Programs & Organizations  
Green Living Guide: Recycle, Re-Purpose & Re-Use  
Family Law, Insurance, Financial & Estate Planning*

### **Summer Issue:**

*Vacation Bible School, Sports & Summer Camps  
Visual & Performing Arts  
Sciences, Robotics & Mathematics Programs  
Children's Mental Health, Disabilities & Special Needs  
Parenting Support Groups*

### **Fall/Winter Issue**

*Birthday Party Guide  
Homework Help & After School Programs  
Emergency Family Resources  
Mentorship & Family Friendly Volunteer Opportunities  
Holidays & Winter Fun*



**Join us for the Ultimate Parenting Expo**

**3rd Family Fun Fair CDA**

May 5, 2018

Silver Lake Mall

**8th Family Fun Fair Spokane**

May 12, 2018

Riverfront Park & River Park Square Mall

**To request the vendor packet:**

Charity@thefamilyguide.org

## TARGET DEMOGRAPHIC =MOMS

Women account for 85% of all consumer purchases including everything from autos to health care:

- 91% of New Homes
- 66% PCs
- 92% Vacations
- 80% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93% Food
- 93 % OTC Pharmaceuticals
- 58% of Total Online Spending

MILLENNIAL MOMS – Born between 1980-1995. 90 %of new moms are Millennials.

50% Millennial moms say natural/wholesome ingredients and environment friendly are an important consideration when making everyday purchase decisions.

GEN X MOMS – Born between 1965 - 1979.

47%have a parent age 65 or older and are either raising a young child or financially supporting a grown child (age 18 or older).

BABY BOOMER MOMS – Born between 1946-1964. They spend the most money on each shopping trip, and as they are hitting retirement, they are more likely to splurge on items that aren't on the grocery list.

STAY AT HOME MOMS a.k.a Digital Divas

- 22% shop online at least once a day
- 92% pass along information about deals or finds to others
- 58% account for all total online spending

WORKING MOMS : Hold either part-time or full-time jobs. 40% of all households with children under the age of 18 include mothers who are either the sole or primary source of income for the family.

Working Women

- 55% of purchasing agents
- 46% of purchasing managers
- 52% of wholesale and retail buyers
- 69% of HR managers
- 59% of financial managers

# 2018 Family Guide Contract Form

Business Name:  
 Contact Name:  
 E-mail:  
 Phone# Fax#:  
 Address:  
 Website:

- Size Ad:  
 Back Cover  
 Inside Front/ Inside Back or Page  
 Full Page:  
 Full Page Advertorial:  
 Half Page:  
 Quarter Page:  
 Listing  
 Upgraded Listing:

**Please Check Appropriate Box:**

Frequency	Spring	Summer	Fall
1x			
2x			
3x			

Notes: \_\_\_\_\_

**Total:** \_\_\_\_\_

**Please include payment with your ad purchase and/or listing form.**

We can send you an invoice to pay by credit card via paypal.  
 Paypal: Charitydoyl@yahoo.com OR paypal.me/thefamilyguide

**Please make checks payable: The Family Guide**  
 10922 E. 47th Ave., Spokane Valley, WA 99206  
[charity@thefamilyguide.org](mailto:charity@thefamilyguide.org) | [www.thefamilyguide.org](http://www.thefamilyguide.org) | 509-928-9664

### The Family Guide Distribution

Adams Elementary  
All Saints Catholic School  
Arlington Elementary  
Assumption Parish School  
Atlas Elementary  
Audubon Elementary  
Balboa Elementary  
Bemiss Elementary  
Borah Elementary  
Broadway Elementary  
Browne Elementary  
Bryan Elementary  
Cataldo Catholic School  
Central Valley Kindergarten Center  
Chester Elementary  
Classical Christian Academy  
Cooper Elementary  
Dalton Elementary  
East Farms Elementary  
Finch Elementary  
First Presbyterian Christian School  
Franklin Elementary  
Garfield Elementary  
Grant Elementary  
Greenacres Elementary  
Hamblen Elementary  
Holmes Elementary  
Holy Family Catholic School  
Hutton Elementary  
Indian Trail Elementary  
Jefferson Elementary  
LAM Christian Academy  
Liberty Lake Elementary  
Lidgerwood Elementary  
Lincoln Heights Elementary  
Linwood Elementary  
Logan Elementary  
Longellow Elementary  
Madison Elementary  
Mc Donald Elementary  
Millwood Kindergarten Center  
Moran Prairie Elementary  
Mullan Road Elementary  
Ness Elementary  
Northwest Christian  
Opportunity Elementary  
Orchard Center Elementary  
Orchard Prairie School District  
Otis Orchards Elementary  
Palisades Christian Academy  
Pasadena Park Elementary  
Pioneer School  
Ponderosa Elementary  
Progress Elementary  
Regal Elementary  
Ridgeview Elementary  
Riverday School  
Roosevelt Elementary

Salish School of Spokane  
Seth Woodard Elementary  
Sheridan Elementary  
Skyway Elementary  
South Pines Elementary  
Spokane Christian Schools  
Spokane International Academy  
Spokane Valley Learning Academy  
St John Vianney School  
St Thomas More Parish  
St. Aloysius Gonzaga Catholic School  
St. Charles Catholic School  
St. George's Academy  
St. Mary's Catholic School  
Stevens Elementary  
Sunrise Elementary  
The Oaks  
Trent Elementary  
Trentwood Elementary  
Trinity Catholic School & Educare  
University Elementary  
Westview Elementary  
Whitman Elementary  
Willard Elementary  
Wilson Elementary  
Winton Elementary  
Woodridge Elementary  
Bryant/TEC  
Can Learn Christian Academy  
Central Valley Virtual Learning  
Fernan STEM Academy  
Hayden Meadows  
HOPE School  
Idaho Distance Education Academy  
Montessori - Spokane  
Outdoor Learning Center  
Project SEARCH  
Ramsey Magnet School of Science  
Sorensen Magnet School of the Arts  
Spokane Valley Tech  
Virtual & Blended Learning  
Washington Arts and Technology  
West Valley Early Learning Center  
A Child's Imagination Pre-School  
Central Valley Early Learning Center  
Harding Head Start Center  
Liberty Park Child Development Center  
Manito Parent Co-op Preschool  
Mead Parent-Child Co-op Preschool  
Mt. State Early Head Start  
Newport Parent Co-op Preschool  
North Idaho College Head Start  
Northwest Christian Pre-School  
NW Parent Cooperative Preschool  
Ponderosa Care A Lot Pre-School  
Post Falls Head Start  
Boys & Girls Club PostFalls

Salish School of Spokane  
ECEAP Center  
South Spokane Cooperative Preschool  
St. Anne's Child & Family Center  
Valley Parent Co-op Preschool  
West Valley Cooperative Preschool  
YWCA EACAP  
Kootenai Infant Toddler Program  
Education NW Resources  
Family Promise N. Idaho  
Lutheran Community Services  
Martin Luther King Jr. Family Center  
St. Vincent de Paul  
The Children's Village  
Vanessa Behan Crisis Nursery  
NorthTown Mall 2nd Fridays  
River Park Square Mall 1st Fridays  
Spokane Valley Mall 4th Fridays  
City of Spokane Library  
Coeur d' Alene Library  
Avant Coeur Gymnastics  
Boys & Girls Club CDA  
Community Library Network Athol  
Community Library Network Harrison  
Community Library Network Hayden  
Community Library Network Pinehurst  
Community Library Network Postfalls  
Community Library Network Rathdrum  
Community Library Network Spirit Lake  
Drop & Play  
Heritage Health Center  
Silver Lake Mall  
Spokane County Library Airway Heights  
Spokane County Library Argonne  
Spokane County Library Cheney  
Spokane County Library Deer Park  
Spokane County Library Fairfield  
Spokane County Library Medical Lake  
Spokane County Library Moran Prairie  
Spokane County Library North Spokane  
Spokane County Library Otis Orchard  
Spokane County Library Valley  
Spokane County Library  
The Bookend  
Catholic Charities Childbirth & Parenting Assistance  
Kumon  
Native Health  
Jump&Bounce  
Panhandle Health District  
Emmanuel Family Life Center  
Spokane Gymnastics  
Sweet Repeat Maternity  
Direct Mail: Pediatricians, Dentists, Orthodontists, Clinics & Family Friendly Businesses

# The Family Guide 2018 Spring Events

Highlighting the local resources and businesses in YOUR community is what matters most and we bring them all together for YOU. Get to know the local businesses, arts & culture, and more in your neighborhood. With live entertainment, giveaways, and family friendly activities.

## CONTRACT AGREEMENT

Business Name/ Organization:

Description of Intended Products & Services:

Contact Person:

Phone:

E-mail:

Address:

City, State, Zip:

Notes:

Please make checks Payable: The Family Guide: #10922 E. 47<sup>th</sup> Ave., Spokane Valley WA  
We accept Paypal: Charitydoyl@yahoo.com

**The Family Guide is a 501-C3 Organization established in 2006.**

We welcome donations of certificates and items we can use as giveaways, door prizes and contests during the events and E-newsletter reaching 20,000 in Spokane & N. Idaho.  
*Donations are tax-deductible.*

Vendor Fees are 100% refundable with a two-week notice. Vendor fees are non-refundable with less than a 1-week notice.

Questions: 509.928.9664 or Charitydoyl@yahoo.com

**First Come First Served: Payment is Required to Reserve Your Spot.**

**NOTE: *There is a non-compete clause for participating vendors at River Park Square Mall, unless the products are handmade locally.*** Direct Sales Companies selling: Clothing, Make-up, Bath Products, Candles, Jewelry are excluded. Please contact us to check if your company can participate at River Park Square Mall.

# The Family Guide 2018 Events

## Green Living

**\$50.00 per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- 2<sup>nd</sup> Friday February 9<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- 3<sup>rd</sup> Friday February 16<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- 4<sup>th</sup> Friday February 23<sup>rd</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_

## Seniors Health & Wellness Fair

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- 1<sup>st</sup> Friday March 2<sup>nd</sup> from 3:30 to 7:30 pm @ River Park Square Mall
- 2<sup>nd</sup> Friday March 9<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- 3<sup>rd</sup> Friday March 16<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- 4<sup>th</sup> Friday March 23<sup>rd</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_

## Think Spring

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- 1<sup>st</sup> Friday April 6<sup>th</sup> from 3:30 to 7:30 pm @ River Park Square Mall
- 2<sup>nd</sup> Friday April 13<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- 3<sup>rd</sup> Friday April 20<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA

TOTAL: \_\_\_\_\_

## 3rd Family Fun Fair CDA (Attendance the past 2 years has grown to 4,000+ FAMILIES)

**May 5<sup>th</sup> from Noon to 4 pm @ Silver Lake Mall**

- \$60 Non-profit Rate: Bring your own Table, Linen & Chair
- \$75 Includes 8x3 Space, Bring your own Table, Linen & Chair
- \$85 Includes 8x3 Space w/ Table, Linen & Chair
- \$150 for a 10x10 Space: Bring your own Table, Linen & Chair

TOTAL: \_\_\_\_\_

**8<sup>th</sup> Family Fun Fair Spokane starts after The Junior Lilac Parade (Attendance is 25,000)  
May 12<sup>th</sup> from 10 am to 3 pm**

**Family Fun Fair at River Park Square Mall's Main Level.**

- ( ) \$60 Non-profit Rate Includes 8x3 Space Table, Linen & Chair
- ( ) \$75 Includes 8x3 Space Table, Linen & Chair

**Family Fun Fair at Riverfront Park: RED WAGON MEADOW**

- ( ) \$125 Non-profit Rate: 10x10 Space. Bring your own Canopy, Table, Linen & Chair
- ( ) \$150 Includes a 10x10 Space: Bring your own Canopy, Table, Linen & Chair

**Family Fun Fair on WALL ST**

- ( ) \$125 Non-profit Rate: 10x10 Space. Bring your own Canopy, Table, Linen & Chair
- ( ) \$150 Includes a 10x10 Space: Bring your own Canopy, Table, Linen & Chair

NOTE: Rain, snow, hail or windstorm the Jr. Lilac Parade will continue. In the event of bad inclement weather – vendors who opted to be outside at the Riverfront Park or Wall St. will have the choice to be relocated inside at the 2<sup>nd</sup> and 3<sup>rd</sup> levels of River Park Square.

TOTAL: \_\_\_\_\_

**Salute to Service**

**Starts before the 80<sup>th</sup> Armed Forces Torchlight Parade and during Cruizin' the Falls Car Show at Riverfront Park**

Saturday May 19<sup>th</sup> 1 pm to 7 pm at River Park Square Mall's Main Floor & Second Level

- ( ) \$60 Non-profit Rate Includes 8x3 Space Table, Linen & Chair
- ( ) \$75 Includes 8x3 Space Table, Linen & Chair

TOTAL: \_\_\_\_\_

**It's a Cool Summer**

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- ( ) 1<sup>st</sup> Friday June 1<sup>st</sup> from 3:30 to 7:30 pm @ River Park Square Mall
- ( ) 2<sup>nd</sup> Friday June 8<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- ( ) 3<sup>rd</sup> Friday June 15<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- ( ) 4<sup>th</sup> Friday June 22<sup>nd</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_

**Kids Safety Fair**

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- ( ) 1<sup>st</sup> Friday July 6<sup>th</sup> from 3:30 to 7:30 pm @ River Park Square Mall
- ( ) 2<sup>nd</sup> Friday July 13<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- ( ) 3<sup>rd</sup> Friday July 20<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- ( ) 4<sup>th</sup> Friday July 27<sup>th</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_



**3<sup>rd</sup> Back to School Bash**

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- ( ) 1<sup>st</sup> Friday August 3<sup>rd</sup> from 3:30 to 7:30 pm @ River Park Square Mall
- ( ) 2<sup>nd</sup> Friday August 10<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- ( ) 3<sup>rd</sup> Friday August 17<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- ( ) 4<sup>th</sup> Friday August 24<sup>th</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_

**Fall Into Fun**

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- ( ) SATURDAY September 1<sup>st</sup> from 3:30 to 7:30 pm @ River Park Square Mall  
(SAME WEEKEND AS PIG OUT IN THE PARK)
- ( ) 2<sup>nd</sup> Friday September 14<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- ( ) 3<sup>rd</sup> Friday September 21<sup>st</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- ( ) 4<sup>th</sup> Friday September 28<sup>th</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_

**Bellies & Babies**

**\$50.00 Per Event Includes: 8x3 Space, 6 ft Table, Linen and Chair**

**\$100 for a 10x10 – includes ONE - 6 ft Table, Linen and Chair**

- ( ) 1<sup>st</sup> Friday October 5<sup>th</sup> from 3:30 to 7:30 pm @ River Park Square Mall
- ( ) 2<sup>nd</sup> Friday October 12<sup>th</sup> from 3:30 to 7:30 pm @ North Town Mall
- ( ) 3<sup>rd</sup> Friday October 19<sup>th</sup> from 5:00 pm to 8:00 pm at Silver Lake Mall CDA
- ( ) 4<sup>th</sup> Friday October 26<sup>th</sup> from 3:30 to 7:30 pm @Spokane Valley Mall

TOTAL: \_\_\_\_\_

**Winterfest Spokane**

December 18<sup>th</sup> to December 31<sup>st</sup> 2018

Riverfront Park, River Park Square Mall and Old City Hall Building

**GRAND TOTAL:** \_\_\_\_\_

**Hold Harmless Agreement**

- Through submission of application materials and Vendor’s signing of this Agreement, Vendor agrees to hold The Family Guide, Spokane Valley Mall, North Town Mall, Silver Lake Mall, River Park Square Mall, Riverfront Park, its Board of Directors, staff, and volunteers harmless for any and all losses, expenses, demands and claims against the organizers sustained or alleged.
- Vendor also agrees and acknowledges that The Family Guide, Spokane Valley Mall, its Board of Directors, staff, and volunteers are not responsible in any way for any personal injury, illness, property damage or loss of property that may occur at the Spokane Valley Mall, North Town Mall, Silver Lake Mall, River Park Square Mall and Riverfront Park.
- Vendor agrees, acknowledges and further certifies that the Vendor and Vendor’s property, equipment, and vehicles are properly insured for any and all losses incurred, and or damages caused, by Vendor or any other party.

*No Agency, Partnership, or Joint Venture Created*

- The Vendor is an independent operator, and through this agreement no agency, partnership or joint venture relationship is created with The Family Guide, Spokane Valley Mall, North Town Mall, Silver Lake Mall, River Park Square Mall, Riverfront Park, its Board of Directors, staff, and volunteers. The Vendor, it’s owners, employees, or other agents shall not represent themselves as representatives of the Spokane Valley Mall, North Town Mall, Silver Lake Mall, River Park Square Mall, and Riverfront Park.
- Vendor shall not enter into any contract or other agreement which would cause The Family Guide, Spokane Valley Mall, North Town Mall, Silver Lake Mall, River Park Square Mall, Riverfront Park, its Board of Directors, staff, and volunteers to be liable in any way with any other party, including, but not limited to, manufacturers, Vendors, or other suppliers, etc.

The Family Guide, Spokane Valley Mall, North Town Mall, Silver Lake Mall, River Park Square Mall, Riverfront Park, its Board of Directors, staff, and volunteers makes no representation nor guarantees regarding actual event attendance, nor makes any representation of potential financial success or failure.

By signing below, you agree, that if selected to participate, you and all of your representatives will adhere to the event policies provided above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Business Name: \_\_\_\_\_ Title: \_\_\_\_\_

For Questions: [Charitydoyl@yahoo.com](mailto:Charitydoyl@yahoo.com) | 509.928.9664  
LIKE us on facebook: [NWFAMILYFUNFAIR](https://www.facebook.com/NWFAMILYFUNFAIR) or [www.thefamilyguide.org](http://www.thefamilyguide.org)