

The logo features the word "Kid" in large, colorful letters (red 'K', green 'i', blue 'd') above the word "APPROVED" in smaller, multi-colored letters. The entire logo is enclosed in a white, cloud-like shape with a drop shadow.

Kid  
APPROVED



# Partner Booklet

SURREY - WHITE ROCK - DELTA





Oh, hi there!

# Welcome

Welcome to the Kid Approved Partner Booklet. If this little ditty is in your hands, then you're probably a family-friendly business that already knows about Kid Approved. But do you know everything there is to know?

Probably not!

Within these pages you'll find a brief overview of Kid Approved, our vision for the campaign, and how you, as a family-friendly business, can join us on the adventure.

We'll also provide you with ideas and inspiration for how Kid Approved can work to your business's advantage. Our goal is to spark your imagination and make you as excited about all the possibilities as we are!

## Let's get started...



# What is Kid Approved?

If you're a business operating in Surrey, Delta or White Rock, then you're no stranger to the abundance of family-friendly activities our communities have to offer. And now, local and visiting families have all this information at their fingertips!

The Kid Approved Online Directory is a no-fuss online hub that houses all the family fun in Surrey, Delta and White Rock under one roof.

The directory features easy-to-navigate categories, a simple rating system and attention to the important questions that only a parent can truly appreciate. It also covers every kind of activity imaginable, for every kind of kid out there.

Kid Approved caters to both residents and visitors of Metro Vancouver communities, encouraging them to incorporate Surrey, Delta and White Rock into their day-trip and overnight stay plans... and making parents' lives easier along the way.



# Vision

In a world of iPads, social media and busy schedules, families spending quality time together is more important than ever before. Sure, there's a time and place for technology (where would Kid Approved be without it?) But it shouldn't detract from what's really important: nurturing family relationships by creating magical memories.

Surrey, Delta and White Rock are three communities with something in common who've come together with a mutual goal: to encourage families to do things together by taking advantage of what our communities have to offer.

We envision Kid Approved as the online hub for a supportive community of businesses and families, connected by common values. Our aim is to make the family-fun we promote accessible and convenient. After all, the easier we make things for parents, the less time they spend online, and the more time they spend having fun with their kids!



# "Am I Kid Approved?"

If you're reading this, you probably know the answer already!

We're calling on all family-friendly businesses in Surrey, Delta and White Rock who embrace the essence of 'family friendly' and offer products or services that cater to vacationing families. Your business must also meet one of the three Kid Approved pillars:

1. Is it fun?
2. Is it educational?
3. Does it promote a healthy lifestyle?

Other features that make a business truly family-friendly include:

- \* Programs/activities that are directly tailored to families
- \* Designated play areas
- \* Accessibility
- \* Proximity to transit
- \* Convenient parking
- \* Kids menus or special offers for kids/families
- \* High chairs/change tables
- \* Group/family rates



# "Where do I sign up?"

You can submit your business for 'Kid Approval' directly on our site. If you're not already listed in the Kid Approved Directory, just visit [kidapprovedbc.com](http://kidapprovedbc.com). We've made signing up super easy!

Look for the 'Get Approved' section at the bottom of the home page and fill out your business information. After reviewing the submission, your listing will be confirmed by an admin.



# What's in it for you?

They say it takes a village, and it does; even if the three communities that make up our 'village' span a sizeable chunk of the lower mainland! That's why we want YOU in our online directory. Without participation from all the family-friendly businesses in Surrey, Delta and White Rock, the Kid Approved Directory won't be a valuable family resource, chock full of everything a family could want!

Inclusion in the directory also provides a multitude of benefits for our partners:

## **It's Free**

A directory listing is complimentary if your business operates within Surrey, Delta or White Rock and meets our minimum criteria. We'll help drive families to your business, but once they are there, it's your job to wow them with your awesome product and amazing customer service!

## **Visibility and A Broader Audience**

Being listed on Kid Approved is an awesome way for your business to be seen by local and visiting families across the lower mainland.

## **Media and Advertising Support**

As a partner of Kid Approved, publicity for us means publicity for you. Our marketing team will endeavor to garner all the press possible to promote the campaign and

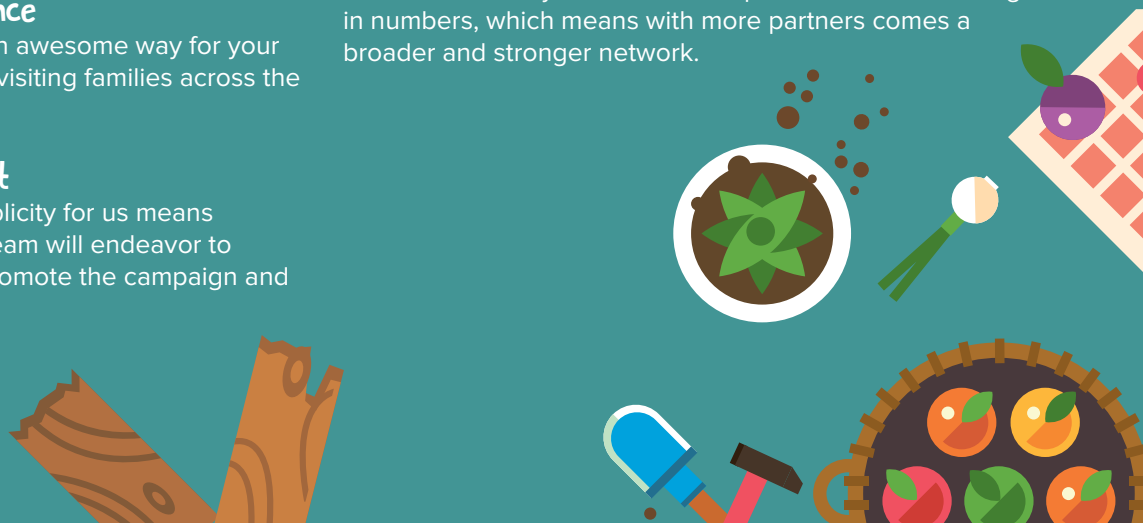
any related news or events. We're happy to be on track with our current media plan to drive 250,000 website visits and 100,000 + branded video views. Our marketing mix also includes social media engagement and traditional media targeted at families local to and visiting the Lower Mainland.

## **Social Recommendation**

It's been proven that moms value the opinions of other moms. In fact, they're more likely to be influenced by another parent's recommendation than an ad. The online directory's simple ratings system (a 'Thumbs Up' score out of 5) gives parents a chance to share their opinions with other parents.

## **Affiliation and Positive Association**

This is an opportunity to align your business with a brand that will work for you and its other partners. There's strength in numbers, which means with more partners comes a broader and stronger network.





# Sparking Your Imagination!

Are you wondering how you can make the Kid Approved campaign work for you? If you're stuck for ideas, then the following list of potential opportunities is sure to inspire you:

## **#KidApprovedBC**

Tell your customers about #KidApprovedBC. If they're already going to post a photo or a status about the fun their family had at your business, then how hard is it to add a hashtag? Anyone searching the hashtag will see their post about your business! Also, be sure to use the hashtag whenever you post anything.

## **Create Visual Content**

We're in an age where people are devouring online content like never before. They get bored easily and they need to be stimulated. Keep your audience interested by posting photos and videos to your social platforms. Use #KidApprovedBC so that everyone searching the hashtag will have access to your content.

## **Share Our Content**

Did you know that last summer we created a bunch of adorable Kid Approved videos starring local children? The main one is featured on the front page of our directory and the rest are on the Kid Approved YouTube channel. Sharing these videos on your social platforms is sure to attract attention to your business.

Participants will be given access to additional digital content about Kid Approved, like images and suggested written content, so all you have to do is copy and upload the content into your active social channels! We'll also give you tips on how to maximise this content on each social platform.

## **Social Media Engagement**

The best way to get people talking online is to start talking yourself. Mention and tag us in your posts and tweets so we can engage with your content and share relevant information on our own Kid Approved channels, giving your business additional exposure to our own audiences. See someone using the hashtag or talking about Kid Approved online? Start a conversation with them too!

## **Facebook**

Like us on Facebook: <https://www.facebook.com/KidApprovedBC>

## **Twitter**

Follow us on Twitter: <https://twitter.com/KidApprovedBC>  
Handle: @kidapprovedbc

## **Instagram**

Follow us on Instagram: <https://instagram.com/KidApprovedBC>  
Handle: @kidapprovedbc



# Sparking Your Imagination!

## Create Customer Ambassadors

Tell your loyal customers about being a part of Kid Approved. Tell them how awesome it is. Getting your customers excited about the campaign will inspire them to become brand evangelists. They'll promote you and Kid Approved on social media!

## Contesting

Why not host a contest? Contests are a great way to engage your audience. After all, who doesn't love a chance to win stuff? Leverage the Kid Approved brand clout by including the use of the hashtag in your contesting.

## Promotions

Run a promotion that incorporates your social media platforms as well as #KidApprovedBC. This is a great incentive for new and old customers to engage with your business on social, share the promotion and bring business to your establishment.

## On-Site Activation Opportunities

Take advantage of the resources we've created for you to use in your place of business, like the window decal and the Kid Approved placemat and colouring kits.

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Do you have an idea that we haven't thought of? Does your business have any upcoming family event or exciting promotion you'd like us to share? If so, please let us know! We're happy to work with our partners in any way possible.





# Questions?

If there's still more you'd like to know, then you can send a message to:

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