

FUN

GENUINE

INNOVATIVE

INVOLVED

REMARKABLE



TEAMKIDS MARKETING KIT

ENRICHING CHILDREN'S LIVES





WELCOME

Team Kids

NOTE: Please refer to the **Marketing Assets Doc** supplied to access your school's promotional assets.

Welcome to TeamKids, we're so happy to have you onboard. This marketing kit outlines the resources we created to help you communicate with your school families about TeamKids – both in person and online. Let's get started!

TEAMKIDS COPY

About TeamKids

The FUN begins at TeamKids – the perfect choice for families seeking exceptional Outside School Hours Care (OSHC) services. Your child's needs are met all year-round with our Before, After School Holiday Care programs.

What's the TeamKids Difference?

- Delicious & Nutritious Food
- Epic Events
- Full-Time Director of Service
- Fun Zones
- Screen FREE Fun
- TeamKids Clubs
- Term Challenges

To find out more, register or book, visit teamkids.com.au today!

ONLINE BANNERS

We have web banners, and our logo (below) you can add to your school's website to help promote your TeamKids service. **These assets are in the Marketing Assets Doc supplied.**



When you're adding a banner to your page, please hyperlink the image to **your school's TeamKids website address.**

Spreading the word... @ ONLINE



You'll receive the following digital resources to send out to your school families via your school's online communication platforms.

CHARLIE'S EBOOK
This free, digital eBook is available to help your children ease any first day jitters before their first day of OSHC or school. **Note: eBook link supplied in the Marketing Assets Doc** supplied.

WELCOME, SCREEN FREE FUN & HELLO PROMOS
Please share these helpful digital TeamKids promos with your families. They show families how to register, book and what to expect when attending TeamKids.

EPIC EVENTS & WHAT'S ON
We'll send an assortment of promotional items throughout the year. Please share these with your school community.

DIGITAL DISPLAYS
If you have an internal or external digital display, and would like to promote TeamKids, please send us an email to info@teamkids.com.au, with the size specifications, and we'll send you the artwork.

Spreading the word...

@ IN PERSON

These printed promotional resources have been sent to your school. Please hand them out to your families to help increase TeamKids awareness and registrations.

Need more delivered? Reach out to your Director of Service (DOS) or staff onsite.



FAMILY HANDBOOK

Your families will have all their questions answered in your school's Family Handbook.



CHARLIE'S BOOK

Our FREE printed books help children build confidence before their first day of TeamKids.



A5 FLYER

These informative flyers communicate everything families will need to know before attending TeamKids.



HOW-TO POSTCARD

These handy HOW-TO postcards provide families with step-by-step instructions to easily register and book at TeamKids.



HANDY TROLLEY KEYS

Families love convenience and they'll love our FREE trolley keys. Need more? No worries. Email info@teamkids.com.au



Spreading the word... @ SCHOOL



You'll receive the following physical promotional items to display around the school grounds to increase TeamKids awareness and registrations.

Need more delivered? Reach out to your Director of Service (DOS) or staff onsite.



METAL FENCE SIGN

Our fence signs let families know there's a TeamKids service at their school.



FENCE BANNER

Our fence banners will help promote TeamKids to all your school families. Please display in high parent traffic areas for increased awareness.



TK FLAGS

Our TeamKids flags help families find us in a hurry.



BEFORE & AFTER CARE POSTERS

Please display these Before & After School Care posters in high parent traffic areas for increased awareness and engagement.



SCHOOL HOLIDAY FUN POSTERS

Please display these holiday care posters in high parent traffic areas for increased awareness and engagement.



SCREEN FREE FUN POSTERS

Please display these SCREEN FREE FUN posters in high parent traffic areas for increased awareness and engagement.

Spreading the word...

@ TERM TIME



We'll send an assortment of promotional items throughout the school term. Please share these with your school families.

WHAT'S ON NEWSLETTERS

You'll receive our fun and informative, digital marketing newsletters every 3rd & 7th week of term. Please share with your school families.



FREE COFFEE EVENTS + POSTER

Want to connect with school families over a coffee? TeamKids has you covered with our FREE coffee events to help GROW registrations and engagement at your service!



EPIC TERM EVENTS

Wonderful, inclusive, engaging and fun adventures are packed into our term time sessions at no extra cost for families. Please share with your families. 😊



Spreading the word... @ HOLIDAYS



You'll receive these digital resources to send out to your school families via your school's communication platforms leading up to each school holiday period.



HOLIDAY PROMOS

Summer, Autumn, Winter, Spring school holidays – TeamKids has just the thing! You'll receive promo tiles for your website to help promote the next school holiday program to your families.



HOLIDAY PROGRAMS

So much FUN is planned by TeamKids for EVERY school holiday period! We'll create and send your school's program flyers ready for you to share with your school community.





ENRICHING CHILDREN'S LIVES *Every day*



FOLLOW THE FUN
via OUR TEAMKIDS
FAMILY SOCIALS

FACEBOOK

INSTAGRAM



/teamkidsaustralia

CONTACTS US

MARKETING &
CUSTOMER SERVICE

info@teamkids.com.au

SEE YOU SOON!
teamkids.com.au
1300 035 000



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