

# BrightStars Marketing Materials Best Practices

BrightStars has developed marketing materials for Star Rated programs. These materials have been created to help you promote your program's participation in BrightStars and commitment to quality care and education.

The following are best practices and tips on how to best use these materials to promote your program.

## Yard Signs

Professional yard signs create curb appeal and are used for local advertising. Place your sign in a visible area in your program yard. If needed, acquire permission for placing the yard sign.

## Poster

The poster is a way to inform every parent, and potential parent that enters your program about your participation in BrightStars and commitment to quality. Place the poster inside your program in an area that is visible to everyone that enters your program, such as the waiting area.

## Window Cling

The window cling is placed on the inside of your program window. Window clings are a great way to attract the attention of passers-by.

## Bumper Sticker

A bumper sticker is an adhesive label intended to be attached to the bumper of a vehicle and to be read by individuals of other vehicles. Attach the bumper stickers to program vehicles to reach a large group of families.

## Parent Cards

The parent cards provide information to families about what your participation in BrightStars means.

- ***Newly Rated Programs***  
Inform the families of the children enrolled that your program has earned a BrightStars rating. You can do this by providing the parent cards to families during drop off or pick up time. Any remaining parent cards can be used for new families that enroll their child in your program.
- ***Past Rated Programs***  
If you have already informed families of your BrightStars participation you may choose to provide these parent cards to new families that enroll their child in your program. If you feel that you need to provide additional information to current families about your BrightStars participation you can provide the parent cards to them as they pick up or drop off their child.

## I'm a BrightStars Kid Sticker

These stickers are a fun way to inform families of your participation in BrightStars and can be paired up with the parent cards when informing families of your participation in BrightStars.

- ***Newly Rated Programs***  
If your program just received a BrightStars rating, select a day to inform families of your participation in BrightStars and give the stickers to the children and provide families with a parent card during drop off or pick up time.
- ***Past Rated Programs***  
You can choose to use these stickers for new families. If you choose to provide all enrolled families with a parent card you can provide the stickers to these families as well.

**To order materials please fill out the Program Materials Order Form**