

FESTIVAL AND EVENT PRODUCTION

Kid's Area Guide

Every great festival also features a kid's area; some festivals are even known for the strength of theirs (such as [Kidsapalooza](#) in Chicago, [Flagstaff Hullabaloo](#) in Arizona, and [Austin Kiddie Limits](#) in Texas). And it's not just rides and games - many kid's areas feature hands-on learning, up and coming young bands, and other unique interactive elements to keep the little ones entertained.



Puppets at Flagstaff Hullabaloo

If you wish to make your festival family-friendly, the following is a general guide for what you should consider including:

Type of activities that work best with kids



Interactive elements

Temporary Tattoos

Hairdos

T-shirt printing

Parades

Hip Hop Recordings

Art walls / murals

Giveaways – healthy food, drinks, toys, apparel



Social playscapes / hands on learning

Drum circles

Lego pits

musical instrument petting zoos

Rides

Bouncy Houses

Carnival-style Rides

Storytime with well-known artists doing the reading



Kid Competitions

Egg toss

Fun runs / walks

Costume Contest

Karaoke

Having a good variety of options from toddlers to teens

Booking the right kind of talent / what keeps their attention

School of Rock

Bands with props for younger kids

Bands fronted by teens

DJs that cater to children

Puppets / kid's theater

Have special areas with:

Family restrooms

Breastfeeding -friendly zones (if required)

Diaper changing stations

Shaded areas

Misting / Cool down zones

Kiddie pools / splash pads

Questions to consider:

What sort of budget should be considered?

How much overt sponsorship is acceptable?

What age should kids be free?

What are the best hours of operation given the rest of the festival's hours?

How do you deal with potential hazards / injuries / liability?

What sort of marketing should there be?



The bouncy house area at Flagstaff Hullabaloo