the MUDDY PUDDLES PROJECT

SPONSORSHIP PROPOSAL
MESS FEST 2016
Saturday, July 30
Kiwi Country Day Camp

WWW.MUDDYPUDDLESPROJECT.ORG
WHAT IS THE MUDDY PUDDLES PROJECT?
The Muddy Puddles Project was inspired by Ty Campbell, a magnetic 5 year old boy who dreamed of jumping in muddy puddles when he was cured of cancer. It is a celebration of children and childhood. A shift toward letting go of the everyday stress of being a grownup, and finding the fun in all things silly and ridiculous. The Muddy Puddles Project benefits the Ty Louis Campbell (TLC) Foundation in support of pediatric cancer research.

THE MUDDY PUDDLES “MESS FEST”
The Muddy Puddles “Mess Fest” is a tremendous outdoor event. A day for kids to get messy. We will have mud for jumping. There will be food fights and pie tosses. Kids will be encouraged to throw glitter, go on treasure hunts and toss water balloons. Once we are done we will rinse the kids off with a hose straight from a fire truck! The Mess Fest is similar to a carnival, but instead of roller coasters there will be splash paint, water wars, climbing walls and dozens of other kid-friendly activities. A day dedicated to pure family fun.

WHO/WHEN/WHERE
Audience: Expected attendance of 2,500+. Children, 2-15 years old, and their parents. Mothers make or impact 85% of household consumer decisions.

EVENT EXCEEDS 2,000 IN ATTENDANCE EACH YEAR (2013, 2014, 2015)

Date: Saturday, July 30, 2016
Time: 11:00 – 4:00PM
Location: Kiwi Country Day Camp in Mahopac, NY. A large, family-owned camp serving kids 2-15. Kiwi Country Day Camp serves Putnam, Westchester, Dutchess and Fairfield counties and is a proud supporter of the TLC Foundation.
EXCLUSIVE SPONSORSHIP BENEFITS

This event allows you the opportunity to, through an exclusive title sponsorship, reach a large customer base while supporting a worthy cause that resonates with a diverse audience.

Your logo and company information will be included in event marketing and promotional materials, press releases and photography backdrops, radio, television and social media marketing and more.

As title sponsor, your brand can be referred to in all press materials and worked into key talking points. The Project itself consists of an interactive website where your brand will have prominent visibility. It will be referred to as “The Muddy Puddles Project, sponsored by YOUR COMPANY NAME.”

MEDIA RESULTS

THE MUDDY PUDDLES PROJECT has gotten national media attention already, featured on The Today Show (August 2015), Today Show with Hoda and Kathie Lee (May 2014), Katie Couric Show (March 2014) and on NBC’s “The Doctors” in November 2013. We expect significant event coverage in 2016.
EXCLUSIVE TITLE SPONSORSHIP - $25,000

• **ONE AVAILABLE**
• **One year of visibility** on websites and in all press materials, marketing and promotional materials.
• **Photo opportunity** with celebrity guests and event organizers
  (Beloved Preschool Star, Peppa Pig, is scheduled to attend).
• **Link to company website** will be posted on the muddy puddles website and Superty.org
  (Combined, these sites are visited by an average of 1,200 people daily and 4,000+ per new post).
• Brand recognition as the **title sponsor** of the Muddy Puddles “MESS FEST” event in NY
  on July 30, 2016 and exclusive sponsorship signage at the giant muddy puddle
• **Extra Large** individual tent dedicated to your organization (we will include interactive activities to encourage participation and foot traffic
• **VIP event admission for 20 guests** (includes zip lines, climbing wall and batting cages).
• Company will have **prominent mentions** in event press release, 20 social media posts
  and a series of radio PSAs leading up to the event (including 20,500 Facebook fans, 1,700 Twitter followers, 1,200 Instagram fans and an e-mailing list of 4,600).
• Company name and logo will be displayed on **five exclusive banners** on-site.
• Company logo will be included on volunteer **event t-shirts** for staff. Opportunity to include coupon or ad in gift bag.
• Extensive **media visibility**. This event is expected to be covered in local and NY-Metro media outlets including NBC-NY, Z-100, WFAN-FM, WHUD-FM, The Journal News and more.
ADDITIONAL SPONSORSHIP OPPORTUNITIES/BENEFITS

This event allows you the opportunity to, through sponsorship, reach a large customer base while supporting a worthy cause that resonates with a diverse audience.

Depending on the level of sponsorship, your logo and company information will be included in event marketing and promotional materials, press releases and photography backdrops, radio, television, social media marketing and more.

We invite you to peruse the following sponsorship packages and if an exclusive sponsorship is not a possibility, choose an alternative sponsorship that best suits your organization. Feel free to inquire about the opportunity to design a package specially tailored to meet your needs.

We are also seeking donations of **PRODUCT AND/OR SERVICES** in lieu of monetary sponsorships and will be happy to customize a visibility package in exchange for those types of sponsorships, as well.
ADDITIONAL SPONSORSHIP PACKAGES

PLATINUM SPONSOR - $10,000
• Six months of visibility and a large event tent in high-traffic area (staffed by your org.)
• Link to company website will be posted on the muddy puddles website and Superty.org
  (Combined, these sites are visited by up to 1,200 people per day and 4,000+ per new post)
• 3 Individual banners in high-traffic area dedicated to your organization
• VIP admission for 20 guests (includes zip lines, climbing wall and batting cage)
  Company will be mentioned as a sponsor in press release and 10 social media posts
  (including 20,500 Facebook fans and 1,860 Twitter followers) leading up to the event
• Photo opportunity with event organizers and celebrity guest Peppa Pig
• Company name and logo will be displayed in all marketing and promotional materials
• Company logo will be included in all relevant event premiums (gift bags, programs, etc) and volunteer staff t-shirts
• Opportunity to include company product in gift bag

GOLD SPONSOR - $5,000
• Three months visibility and medium event tent in high-traffic area (staffed by your org.)
• Individual signage at an event activity. Company name and logo will be displayed a popular
  activity site (i.e. beauty station, rescue animal exhibit, treasure hunt dig, bingo, pie toss, etc.)
• VIP admission for 10 guests (includes zip lines, climbing walls and batting cage)
• Photo opportunity with event organizers
• Company name and logo will be included in marketing and promotional materials. Will also be included
  as a sponsor on 6 social media posts, the MPP website and SuperTy.org
• We have 20,500 FB fans, 1,860 Twitter followers and 1,300 on Instagram
• Company logo will be included on all relevant event materials (gift bags, programs, etc.)
  Event staff t-shirts with company logo
• Opportunity to include company product in gift bag
SPONSORSHIP PACKAGES

SILVER SPONSOR - $2,000
• Event visibility via event tent (to be staffed by your organization)
• Admission for 5 guests
• Company name and logo will be displayed in marketing and promotional materials.
  Will also be included on 3 social media posts and logo will be displayed on the Muddy Puddles Project website. We have 20,500 FB fans, 1,860 Twitter followers and 1,300 on Instagram
• Recognition on event registration site
• Opportunity to include company flier or business cards in gift bag

BRONZE SUPPORTING SPONSOR - $1,000
• $1,000 for event visibility via individual dedicated signage in high traffic areas (2 banners)
• Optional table for handing out promotional materials (to be staffed by your organization)
• Admission for 2 guests
• Company name and logo will be displayed in marketing and promotional materials.
  Will also be included on 2 social media posts and logo will be displayed on the Muddy Puddles Project website. We have 20,500 FB fans, 1,860 Twitter followers and 1,300 on Instagram
• Recognition on event registration site
• Opportunity to include company flier or business cards in gift bag

LOCAL SUPPORTING SPONSOR - $500
• Company logo will be included on gratitude banner displayed on-site at event
• Company name and logo will be displayed in marketing materials and on the MPP website.
• Includes electronic “supporter” webitcoin to post on your website
• Opportunity to include company flier or business cards in gift bag
IN-KIND DONATION REQUESTS

As you can imagine, an event of this caliber requires a wide variety of in-kind donations. In-kind donors will be awarded the same benefits as a local level sponsor.

Seeking donations of:

- Carnival games
- Pony rides
- Bounce Houses
- Face-painting makeup
- Nailpolish and nail gems
- Hair extensions (various colors)
- School glue (gallon size)
- Acrylic paints (gallon size)
- Plain white t-shirts (for tie-dye)
- Temporary tattoos
- Painters tarp
- Food trays (for food fight displays)
- Paper goods
- Pie tins
- Ice Cream
- Sundae toppings
- Candy (all sorts)
- Juice boxes
- Soft drinks
- Bottled water
- Cupcakes or cake pops
- Individual snacks (assorted bags of chips)
- Whipped Cream (for pie toss)
- Assorted canned foods (for food fight)
- Toys and prizes of all kinds
Superty.org has had almost 6 million unique visitors over the last 4 years.
SOCIAL MEDIA

20,500 Facebook fans

1,860 Twitter followers

1,300 on Instagram
MUDDY PUDDLES PROJECT IN THE NEWS

Chris Evans honors young cancer patient

HUFFPOST PARENTS
As a sponsor, your logo will be visible on-site at our **Mess Fest on July 30, 2016** seen by more than 2,500 attendees. If an exclusive sponsorship is not an option this year, you can choose from our gold, silver or bronze packages that include opportunities to sponsor a tent where you can promote your product or services across our diverse audience.