



SPONSORSHIP OPPORTUNITIES

MESS FEST 2026

Saturday, August 1

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 is a fundraising platform for 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 fundraising event dedicated to allowing kids to get downright 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 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. It is a day filled with pure family fun to honor children with cancer.



WHO / WHEN / WHERE

Audience: Expected attendance of 1,000
Children, 2- 14 years old, and their parents.

AVERAGES 1,000 ATTENDEES FROM WESTCHESTER & PUTNAM COUNTIES

Date: Saturday, August 1, 2026

Time: 11:00 – 3:00PM

Location: Kiwi Country Day Camp in Mahopac, NY, is a large, summer day camp serving local kids ages 2-14. Kiwi Country Day Camp serves Putnam, Westchester, Dutchess, and Fairfield counties and is a proud supporter of the TLC Foundation.



OFFICIAL CHARITY PARTNER OF PEPPA PIG AND YANKEES HOPE WEEK AWARD RECIPIENT

The Muddy Puddles Project is the exclusive charity partner of Peppa Pig in the US. Peppa Pig is Entertainment One's top-rated animated preschool program and airs daily on the Nick Jr. channel with more than 1,000,000 viewers daily, and over 3,000,000 followers on social media. The show follows the adventures of Peppa, and her absolute favorite thing to do is jumping in muddy puddles!

The New York Yankees selected The Muddy Puddles Project as a 2018 Hope Week Recipient. In June of 2018, the New York Yankees hosted their own VIP Mess Fest event in conjunction with Yankees Hope Week. The team joined our cause and jumped in muddy puddles in honor of those who can't, in addition to presenting a donation to the nonprofit.

MEDIA RESULTS

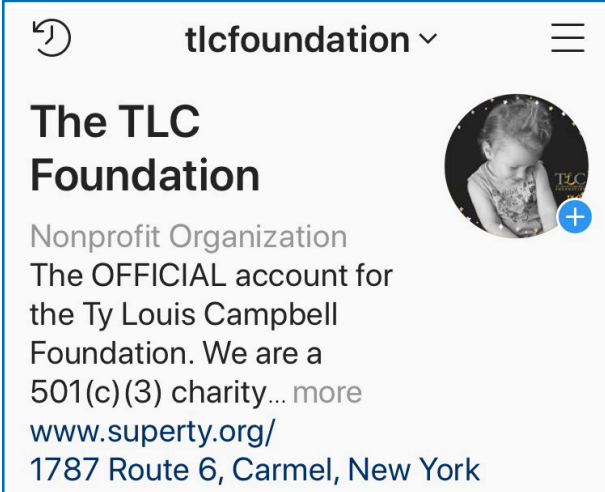
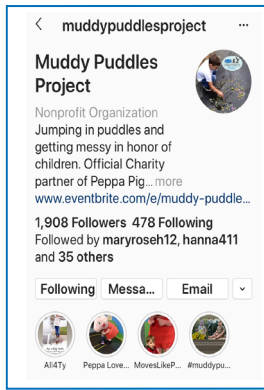
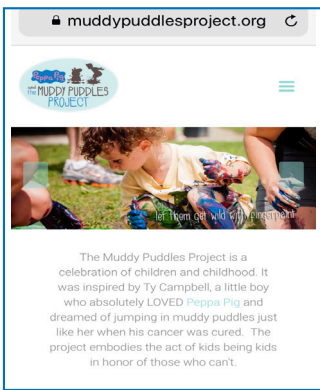
THE MUDDY PUDDLES PROJECT gets national and local media attention, including Sirius Radio (2019), PBS (2016), The Today Show (August 2017 and August 2015), Today Show with Hoda and Kathie Lee (May 2014), Katie Couric Show (March 2014) and on NBC's "The Doctors" in November 2013.



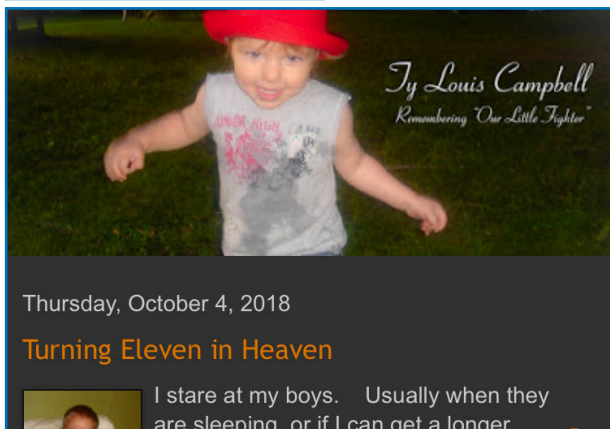
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OUR SOCIAL MEDIA & WEBSITES



Facebook, Instagram & Twitter have a combined following of more than **25,000**. Blog averages **3,000** readers per post.



MUDDY PUDDLES PROJECT IN THE NEWS



Get involved through sponsorship

EXCLUSIVE TITLE SPONSORSHIP - \$25,000

This level includes one year of visibility and links on our websites, social media, marketing materials, 20 guest passes and specially designated tent at event. Brand recognition through prominent signage throughout event. Logo on volunteer t-shirts. Potential media visibility. Opportunity for media coverage through outlets like NBC-NY, Z-100, WFAN-FM, WHUD-FM, News 12 Westchester and The Journal News and many, many more perks.

THE VIP PAVILION - Exclusive Sponsorship \$15,000

The Muddy Puddles Project hosts a dedicated VIP Mess Fest experience to children who have been affected by cancer (and their families), free of charge. The VIP Pavilion is a large, sheltered area at Kiwi Contry Day Camp that is specifically reserved for these special families. We welcome these children to enjoy the Mess Fest in a way that is safe for them (given the possibility of compromised immunity while undergoing treatment). Our VIP kids will be granted all-access "fast passes" so they don't have to wait on lines for activities, and the VIP Pavilion will offer their families a private place to go for rest in addition to special activities (i.e. a private meeting with Peppa Pig, a magic show just for them, complimentary food, a secluded bathroom, and more).

Through sponsorship, this event allows the opportunity to reach a large customer base while supporting a worthy cause that resonates with a diverse audience. Please feel free to contact us and we will be happy to customize a visibility package that meets the unique needs of your business.

WHAT'S INCLUDED	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	LOCAL \$500
LOGO ON STAFF TEES (100+ VOLUNTEERS)	YES				
OWNERSHIP OF EVENT ACTIVITY	YES	YES			
PRIVATE PHOTO OPPORTUNITY WITH PEPPA PIG	YES	YES			
INCLUDE SAMPLES OR MATE- RIALS ON-SITE	YES	YES	YES		
EVENT TENT	YES (X-LARGE)	YES (LARGE)	YES	YES	
WEBSITE VISIBILITY	6 MONTHS	3 MONTHS	1 MONTH	1 WEEK	
EVENT ADMISSION	20 TIX	10 TIX	5 TIX	2 TIX	
SOCIAL MEDIA POSTS	10	6	3	2	
INDIVIDUAL BANNERS ON- SITE AT EVENT	YES - 5	YES - 3	YES - 2	YES - 1	YES - 1

CLICK HERE TO PROCESS ONLINE

COMPANY OR INDIVIDUAL NAME: _____

PREFERRED CONTACT NAME: _____

EMAIL/PHONE: _____

- EXCLUSIVE TITLE SPONSORSHIP..... \$25,000
- THE VIP PAVILION SPONSORSHIP..... \$15,000
- PLATINUM SPONSORSHIP..... \$10,000
- GOLD SPONSORSHIP..... \$5,000
- SILVER SPONSORSHIP..... \$3,000
- BRONZE SPONSORSHIP..... \$1,500
- LOCAL SPONSORSHIP \$500

IN-KIND DONATION:

DESCRIPTION:

ESTIMATED VALUE:

As you can imagine, an event of this size requires a wide variety of in-kind donations. In-kind donors will be awarded the same benefits as a local level sponsor. If you would like to get involved in an in-kind capacity but do not know what is needed for the event, please email us for more information (info@superty.org).

RAFFLE ITEM: _____

DONATION: _____

(Send your logo to mterrazas@superty.org by 7/21)

Email or print and mail this form with payment/item to:
The TLC Foundation, 1787 Route 6, Carmel, NY 10512
 Contact: Melissa at Mterrazas@superty.org or call 845.200.7486

