



SPONSORSHIP PROPOSAL
PARTY WITH PEPPA
Saturday, April 14

WWW.MUDDYPUDDLESPROJECT.ORG



THE MUDDY PUDDLES “PARTY WITH PEPPA”

The Muddy Puddles “**Party with Peppa**” is a fun event for any child who loves Peppa Pig, and includes a host of child-friendly activities. The **TLC Foundation** is proudly hosting this popular event alongside our partner and favorite SpokesPIG, Peppa Pig! Kids will be encouraged to enjoy a variety of on-site games and activities, but the biggest attraction of all is sure to be the opportunity to meet the one and only, Peppa Pig. Peppa is a wildly popular preschool character that airs daily on Nick Jr. with more than 3 million viewers per episode. “Party with Peppa” is a day dedicated to pure family fun.

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**.

WHO/WHEN/WHERE (PARTY WITH PEPPA)

Audience: Expected attendance of 350+. Children, 2 - 8 years old, and their parents. Mothers make or impact 85% of household consumer decisions.

Date: Saturday, April 14, 2018 (in support of National Jump in Muddy Puddles Day - April 1)

Time: 12:30 – 3:00PM

Location: Somers Sports Arena



EXCLUSIVE SPONSORSHIP - TITLE SPONSOR \$2,500

We are in pursuit of an **exclusive title sponsorship** that is mutually beneficial to both parties. This event allows you the opportunity to reach a large customer base while supporting a worthy cause that resonates with a diverse audience in this community.

Your logo and company information will be included in event marketing and promotional materials, press releases, on-site handouts, banners, social media marketing and more.

As title sponsor, your brand will also have prominent visibility on our website and social media. The event will be referred to as **“The Muddy Puddles Project, hosted by YOUR COMPANY NAME.”**

MEDIA RESULTS

THE MUDDY PUDDLES PROJECT has national media appeal, having been featured on Sirius Radio 2017, PBS 2016, the Today Show 2015, Today Show with Hoda and Kathie Lee 2014, Katie Couric Show 2014 and NBC’s “The Doctors” in 2013. We expect continued success in 2018.



ADDITIONAL SPONSORSHIP PACKAGES

BRONZE SPONSOR - \$500

- **Optional activity table** for engaging with attendees (to be staffed by your organization)
- Logo included on-site on **gratitude posterboard**
- **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
- Opportunity to distribute company flier or business cards in **onsite**

IN-KIND DONATION REQUESTS

As you can imagine, an event such as this requires a wide variety of in-kind donations. In-kind donors are awarded the same benefits as a Sponsorship that best represents the value of the donation.

Seeking donations of:

Carnival games

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

Catering (kid-friendly fare)

Mad Science or Magicians

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)

Toys and prizes of all kinds



SPONSORSHIP OPPORTUNITIES/BENEFITS

TITLE SPONSOR - \$2,500 (one available)

- **Three months** of website visibility and a **designated activity table** (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 7,500 people per day)
- **Two individual banners** in high-traffic area on-site dedicated to your organization
- **VIP admission for 12 guests**
- Company will be mentioned as a sponsor in **press release and 8 social media posts** (including 22,500 Facebook fans, 1,860 Twitter followers and 1,500 Instagram)
- Photo opportunity with event organizers and celebrity guest **Peppa Pig**
- Company name and logo will be displayed in all **marketing and promotional materials**
- Opportunity to **distribute company information** onsite

SILVER SPONSOR - \$1,000

- **One month** of website visibility and a **designated activity table** (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 7,500 people per day)
- **One Individual banner** in high-traffic area dedicated to your organization
- **VIP admission for 6 guests**
- Company will be mentioned as a sponsor in **press release and 4 social media posts** (including 22,500 on Facebook, 1,860 on Twitter and 1,500 on Instagram)
- Photo opportunity with event organizers and celebrity guest **Peppa Pig**
- Company name and logo will be displayed in all **marketing and promotional materials**
- Opportunity to **distribute company information** onsite



SOCIAL MEDIA



20,500 TLC Facebook fans
1,960 Muddy Puddles FB fans

1,860+ Twitter followers
1,300+ on Instagram



MUDDY PUDDLES PROJECT IN THE NEWS



THE WEBSITES

April showers bring...**MUDDY PUDDLES!**
Get Your **WELLIES** Ready
for a Chance to Meet Peppa Pig!

#muddypuddlesday #peppawellywalk

The Muddy Puddles Project is a celebration of children and adulthood it was inspired by five year old Ty Campbell, a little boy who absolutely LOVES Peppa Pig and dreams of jumping in muddy puddles just like her when the cancer recurred. The project embraces the joy of both being safe in honor of those who perish.

All in all, The Muddy Puddles Project is a whimsy to remind parents to stop dwelling on the worst stuff. But it is also a fundraising platform for the Ty Louis Campbell (TLC) Foundation in support of childhood cancer research. After Ty passed the battle with cancer, his parents volunteered to help fund the fight.

OUR LITTLE FIGHTER
SUPERTY

The Ty Louis Campbell Foundation The Muddy Puddles Project

Our Blog PRETTY

Ty Louis Campbell
Our Little FIGHTER!

On October 4, 2007, Ty Louis Campbell came into this world, and our lives changed forever. We never knew love like that before. Then, on August 11, 2010, our lives changed forever again. A mass was found at the base of his skull and Ty was later diagnosed with an extra renal rhabdoid tumor, a very rare and aggressive cancer. Since the diagnosis, we have been flooded with an outpouring of love and prayers. We created this page to keep our friends and family up to date on his progress, and to share our experience with our loved ones. Ty passed away on October 17, 2012, but his legacy lives on. Thank you all for your tremendous support.

They're both, share the Love

Wednesday, January 22, 2014

I am many moms

When my first son was born, I was a quintessential "new mom." God gave us this incredible gift. He entrusted me to take care of this most beautiful baby/7/7. The weight of that responsibility was tremendous. I wanted to be perfect for him because I never loved anything like that before in my life.

TLC FOUNDATION
Cancer is the number one cause of death by disease among children. Know the facts.

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These are little children with cancer. Babies. They don't understand why magic kisses can't make their boo-boos go away.

Super Ty's Story

On October 4, 2007, Ty Louis Campbell came into this world and his life was changed forever. His parents never knew such profound love. Then, on August 11, 2010, his life changed forever again. A mass was found at the base of his skull, pressing against his brainstem, and Ty was later diagnosed with a rhabdoid tumor, which is a very rare and aggressive cancer specific to pediatrics. Ty fought courageously for two years and he died at home in his parents' arms on October 17, 2012.

→ Learn about Super Ty's story.

Ways to Contribute

- Donate
- The Super Ty Store
- Wear the Cat Hat

Increased awareness
Increased funding
Accelerated research
Improved patient treatments

About the TLC Foundation

The Ty Louis Campbell (TLC) Foundation was created in his honor to raise awareness for pediatric cancer through his courageous battle, and to help fund the

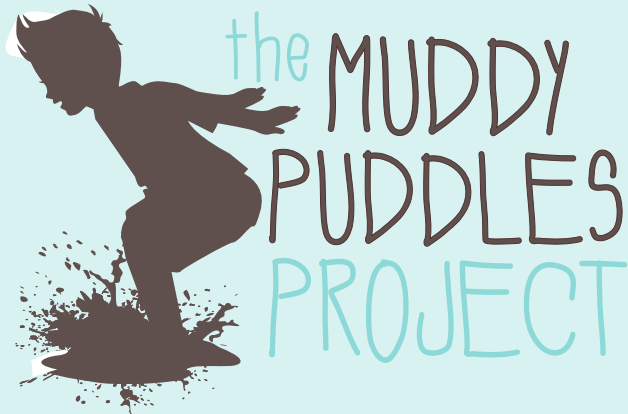
Follow us on Facebook

Ty Louis Campbell Foundation



Since Peppa Pig promos began, MPP website generates 7,000 views daily. Superty.org has had almost 6.5 million unique visitors over the last 5 years.





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