



Into the Great Outdoors

Summer 2011 National Tour



**The goal of Let's Go Chipper
is to engage, excite and
educate kids to become the
environmental stewards of
tomorrow.**

**We believe children who are
exposed to nature and
engage with their natural
surroundings develop an
appreciation for the
environment and empathy for
all living creatures.**

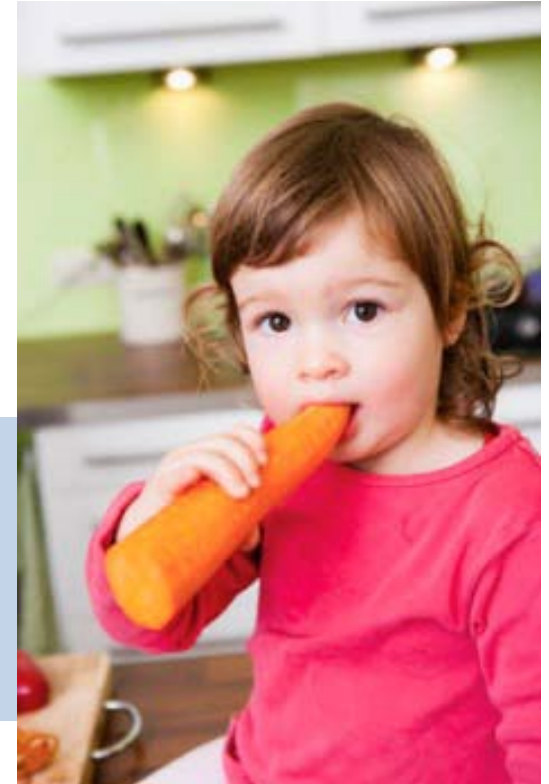


“Play in nature appears to be an especially important time for developing the capacities for creativity, problem-solving, and emotional and intellectual development.”

Stephen R. Kellert

“Studies show that kids will eat a bag of carrots over the sweet if their favorite character is on it.”

Keith Thomas Ayoob, American Dietary Association





Presentation Outline

About Let's Go Chipper

Into the Great Outdoors Summer Tour Details

Sponsorship Opportunities



Chipper - America's Ambassador of the Great Outdoors will tour the nation, to engage, excite & educate kids about nature!

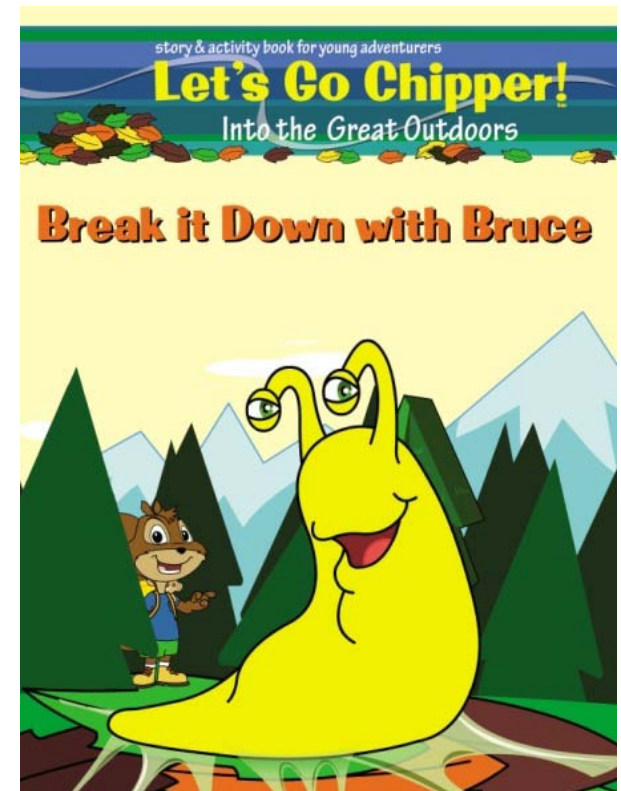
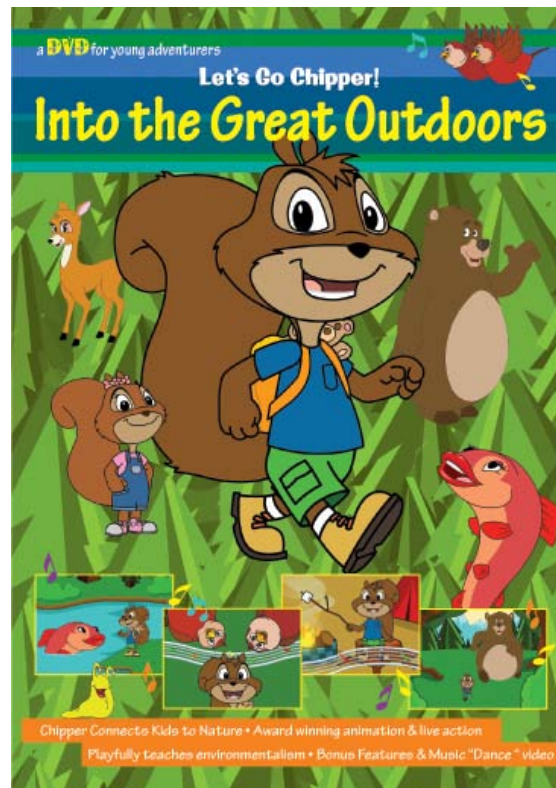
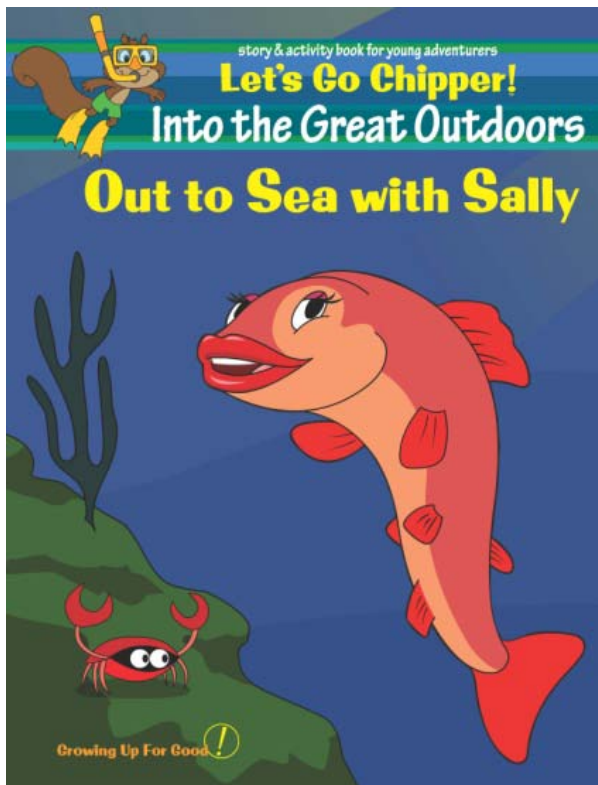
Chipper is a positive role model who connects companies with customers and communities in a beneficial and impactful way.

Award-winning series leverages influential characters and customized storylines to playfully teach children good character.

Chipper's mission: Grow little ambassadors into future environmental stewards!

Chipper serves as the perfect touch point for children because he resonates with young learners through music, mishap, rhyme & repetition.





Working in conjunction with community, state and national parks, we create meaningful opportunities to excite, engage and educate kids.

Through our suite of iPhone/iPad/iTouch applications we support the Let's Go Chipper™ brand and messaging of outdoor safety, education and conservation.



A young boy is lying on his back on a dark, sandy beach. He is wearing a black t-shirt with a blue graphic and checkered shorts. An adult's hands are visible, holding his arms and torso. The boy's mouth is open, and he appears to be shouting or laughing. In the background, the ocean is visible with a person surfing in the distance. A semi-transparent grey box with the text "TOUR DETAILS" is overlaid on the right side of the image.

TOUR DETAILS

TOUR SCHEDULE

APRIL: Launch on Earth Day with
National Summer Tour
Announcement

MAY: Memorial Day weekend
kicks off the road trip –
Oregon/Washington

JUNE: Midwest visits to Chicago &
Minnesota , Texas visits includes
Houston, Dallas and other markets

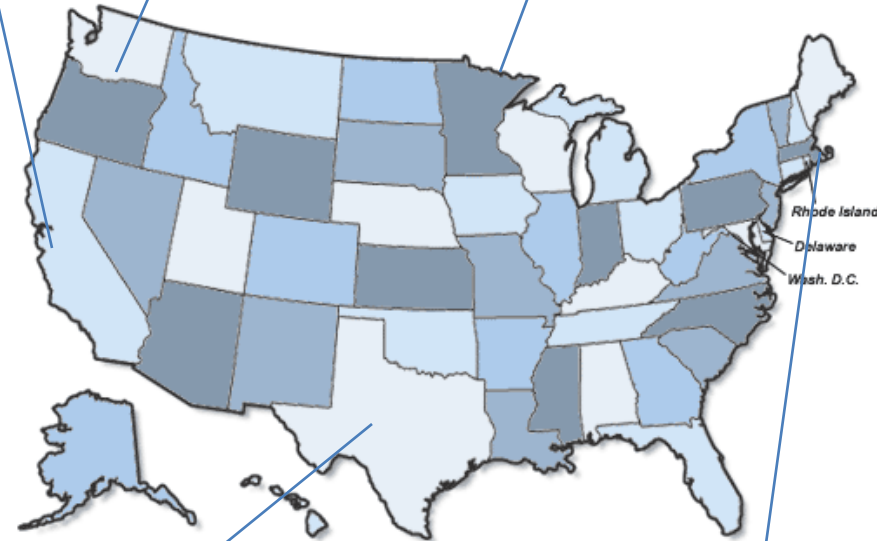
FIRST DAY OF SUMMER:
Highlight - Tuesday, June 21st on
the Today Show in NY

END OF JUNE: Final week visiting
locations in New York, New
Jersey & Connecticut

Bay Area Launch –
April 2011 Earth
Day

TOUR STOP 1 –
Pacific Northwest

TOUR STOP 2 –
Midwest (Colorado,
Chicago, Minnesota)



TOUR STOP 3 –
Texas

FINAL TOUR STOP –
New York

TOUR STOPS



This Earth Day, we are launching a three-month national tour where Chipper and team will be visiting and engaging kids at a variety of community, regional and national parks as well as key retail locations like REI.

MEDIA SUPPORT

BOUGHT

Advertising with:

- * online community affinity groups and local print newspapers
- * mothers clubs via newsletters, Big Tent
- * local broadcast
- * partners promoting Chipper visits

OWNED

Promotion through IAGmedia and strategic partner sites—includes :

- * site promotion
- * email database marketing
- * iPhone/iPad/iTouch apps

EARNED

Aggressive social media campaign:

- * Facebook
- * Twitter
- * Flickr/photo contest
- * local and national media attention or sponsorship

Buzz from bloggers, community advocates, local and national news celebrities



**SPONSORSHIP
OPPORTUNITIES.**



SPONSOR BENEFITS

Association with community, regional and national parks and Chipper's *Into the Great Outdoors Summer Tour*

Promotional give-away, sampling and couponing opportunities – distribute your product and promote your brand to kids across the country

Chipper's *Into the Great Outdoors Summer Tour* serves as centerpiece for public relations, social media outreach effort

Brand exposure on Chipper™ products and event materials

Title Sponsor

IAGmedia will work directly with Title sponsor to provide maximum exposure throughout the Into Great Outdoors National Tour via a robust social media and marketing program and sampling opportunities.

Exposure Highlights:

Premier logo & name placement on all advertising & promotional materials

Weekly email blasts with mobile updates featuring products to over 25,000

Tour kick-off email blast featuring title sponsor to over 250,000

Extensive blog and media tour – directly distributing to 1,500 outlets
plus national wire services

Title sponsor credit on T-shirts and promotional items

Vehicle signage

Premier logo and name placement announcing sponsorship level on
Let's Go Chipper Home Page and Facebook page

YouTube video and mobile updates with “brought to you by” tags

Sampling opportunities, collateral distribution





Patron Sponsor

IAGmedia will work directly with you or your company to maximize positive exposure through all Let's Go Chipper channels.

Exposure Highlights:

Top tier logo and name placement on all advertising and promotional materials

Bi-weekly email blasts to over 25,000

Kick-off email blast to over 250,000

Extensive blog and media tour – directly distributing to 1,500 outlets plus national wire services

Company name on T-shirts and promotional items

Vehicle signage

Video and photo promotion during activities and posted on web site updates, Facebook

Sampling opportunities, collateral distribution on behalf of company



In-Kind Sponsor

IAGmedia will work directly with you or your company to maximize positive exposure through all Let's Go Chipper channels.

Exposure Highlights:

Company name placement on all advertising and promotional materials

Bi-weekly email blasts to over 25,000

Kick-off email blast to over 250,000

Extensive blog and media tour – directly distributing to 1,500 outlets plus national wire services

Company name on T-shirts and promotional items

Video and photo promotion during activities and posted on web site updates, Facebook

Chipper is positive role model and the eco-friendly RV becomes the vehicle to your summer field marketing needs in key markets throughout the tour. The distribution of products, feedback opportunities, when appropriate

KEY DATES



December 20, 2010: Sponsorship Commitments
January 3, 2011: Announcement on Facebook "Events" page
January 10, 2011 : Media begins - Announcement of Sponsorship support
April 2011: Bay Area Earth Day Activities

SIGN UP TODAY



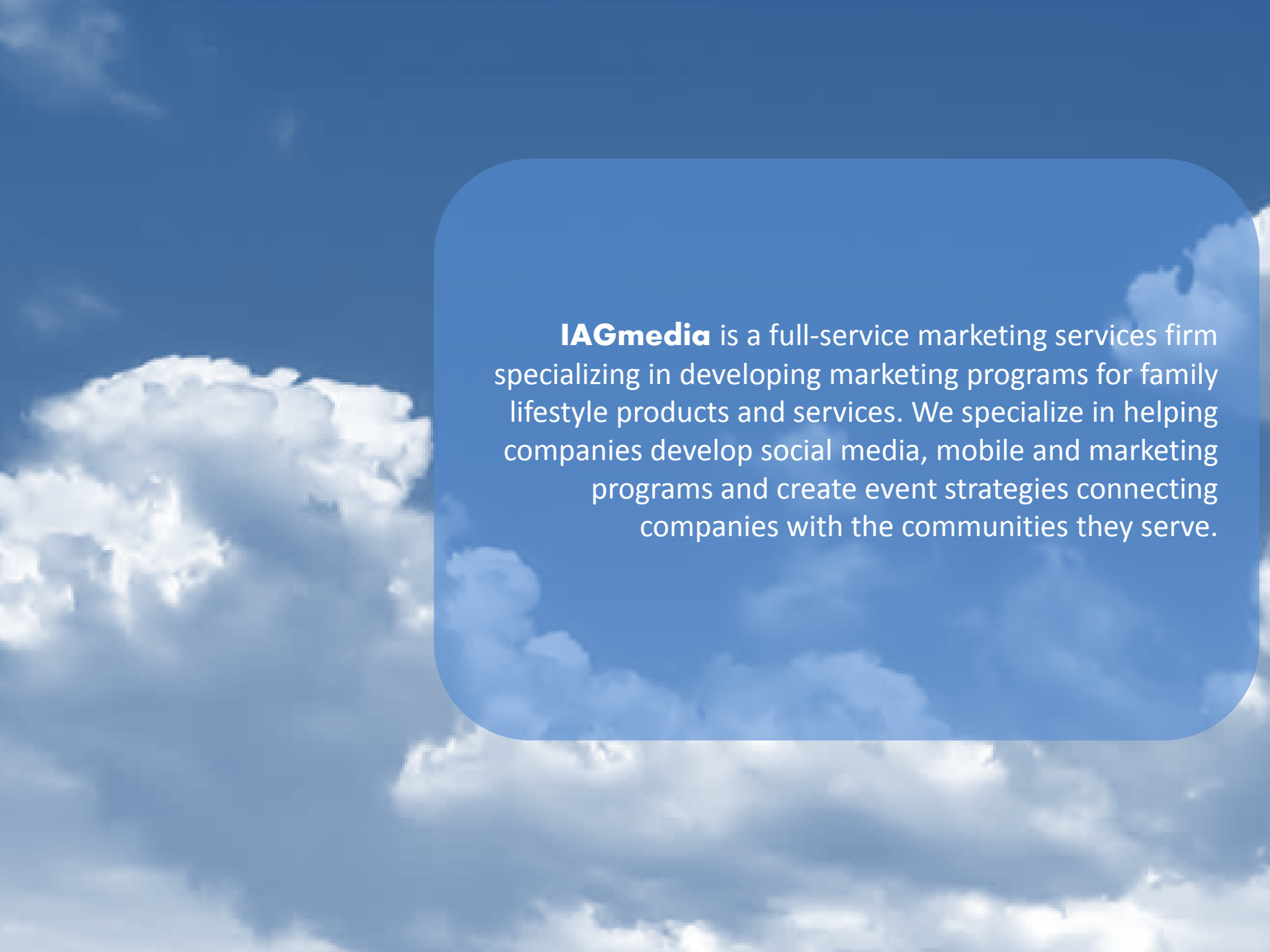
Contact: Jill Melchionda or Stephanie Rach
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To learn more about Let's Go Chipper, please visit
www.letsgochipper.com



Thank you!



IAGmedia is a full-service marketing services firm specializing in developing marketing programs for family lifestyle products and services. We specialize in helping companies develop social media, mobile and marketing programs and create event strategies connecting companies with the communities they serve.