



[www.heykujo.com](http://www.heykujo.com)



A Kujo's Kid Zone Inc. Production © 2022

## Fueling curiosity and community

Kujo's Kid Zone provides children, parents, schools and communities engaging television and streaming programs and live events that celebrate unity, diversity, social awareness, and self love. Join us as we take children ages 4 to 8 on extraordinary adventures loaded with creativity, inclusion and everyday relativity.



# Align and elevate your brand with the Kujo's Kid Zone phenomenon

- Over **1 million views** of **over 50** episodes on [YouTube](#), KiDoodle and Sensical networks combined and growing.
- Expansive media coverage including CTV, CBC, Global TV
- Calgary Black Chambers Achievement Award
- Shaw Rocket Fund Recipient - Production: Digital Stream
- Government of Canada Black Led Organization Grant Recipient
- Calgary's Top 20 Calgarians (Calgary Herald 2020)
- Growing social media presence on all major platforms
- Promotion of inclusion, cultural diversity, community and self-love including Black History, Indigenous peoples, Pride, and more
- Combination of live action, puppetry, animation and special effects
- Timeless, evergreen concepts with a modern twist




## An engaging mix of influential product lines that fit your market goals

- **Broadcast/Streaming Episodes:** Professionally produced shows that appeal to kids aged 4-8, parents, educators and community influencers, with new episodes of Hey, Kujo! Show, with 15 new, exciting episodes.
- **Customized Episodes:** Specially written and produced episodes with dynamic engagement promoting community causes and organizations.
- **Live Community Events:** Hosted by Kujo and his friends, we take our show on the road to tell stories, sing songs, and promote the importance of family, friends, celebrating unity and community.
- **Books, Toys and Craft packages:** We're developing Kujo-themed books and craft kits to promote community, plus we can review and feature newly published books, toys and activity kits for kids.
- **Merchandise:** Kujo items range from bags, t-shirts, themed story books, stuffed characters, learning materials, and more.

## Sponsorship Levels



### BRONZE - \$500 to \$5,000

- Website mention with your Logo, Link 
- Web ad space (3 mos)
- Social Media share
- Hey, Kujo! T-shirt and autographed picture



### SILVER - \$5,000 to \$15,000



- Partner Section on Website with Logo/Link
- Web ad space (6 mos)
- New episode or event post-credit listing
- Logo on signage for public events
- Social Media share
- Hey, Kujo! T-shirt and autographed picture

### GOLD - \$15,000 to \$25,000+



- Partner Section on Website with Logo
- Digital ad placement (YouTube, Kids App, Facebook, and Website) 
- Web ad space (12 mos)
- New episode or event post-credit listing
- Company mention and logo, product placement at live events (Location, YouTube, Facebook),
- Social Media promotion and announcement
- Hey, Kujo! T-shirt and autograph and personal appearance by Kujo 

## Added Sponsorship Opportunities



### Paid

Give Kujo and guests something to talk about, such as your latest products, insight and services. Presented as a recommendation and learning complement to an episode or theme, advertising spots in the middle and end of each show or via social media are available.

### Product

Your company products can be featured in tutorials, reviews, demonstrations, and giveaways, as well as discuss advance release items. Or you can provide props, equipment and other materials to augment production quality for episodes and events.

### Services

We offer the opportunity for companies to offer their services that would support production, events, business activiteis or any other specially themed promotion, initiative or cause.

### Affiliate

In conjunction with marketing and advertising campaigns on our website and episodes, we can provide viewers with a discount promotional code from your company that drives business to your site, typically from 5 to 15 per cent.

Our goal is to work side by side with partner companies to customize sponsorship to match our markets and your needs.

## Our Principles

1. Learning should be fun and accessible to everyone.
2. Seek the truth.
3. Curiosity sparks interest.
4. Teaching is a two-way street.
5. Learning never stops.
6. Be open to learning new things.
7. Dream big.
8. Always be humble and kind.
9. Be fearless and courageous.
10. Give praise and encouragement.
11. Respect yourself and others.
12. Feed imagination and creativity.



### HOST, FOUNDER

**RANDY QUANSAH**, BHRLR, CPHR, MBA (Candidate)

Founder and Director of Kujo's Kid Zone, Randy is principal host of the Hey, Kujo! broadcast show, a Human Resources professional, business instructor and father of an active kindergarden student. Insatiably curious by nature with a friendly, respectful approach makes him a top draw to inspire greater unity, community and focus on self-love. His motto is: As questions of the world so you can learn to Be Kind. Be Brave, Be Curious and most importantly, Be Yourself!

### Partner with Kujo's Kid Zone

For more information on sponsorship and advertising opportunities, call 403-462-8621 or email [randy@kujoskidzone.com](mailto:randy@kujoskidzone.com) and visit [www.kujoskidzone.com](http://www.kujoskidzone.com).

