



FUN BRANDS

Public Relations Request for Proposal

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Project Overview

Fun Brands is seeking a new public relations agency of record (AOR) with experience in the franchise industry, franchise development, consumer media relations, special event execution and execution of national media campaigns on behalf of the BounceU, Fun Brands Carousels and Pump It Up brands.

The agency we hire will be instrumental in building awareness for the brands through new and traditional media with PR-driven programs and messaging in support of our new positioning, offerings, major initiatives, grand opening support and growing our brand awareness in expanding markets.

Fun Brands Overview

Starting with a single location in 2000, Fun Brands LLC has grown to become a national leader in the family entertainment category with brands that include BounceU, Fun Brands Carousels and Pump It Up.

Based in Tempe, AZ, Fun Brands now supports more than 150 franchise owners and 195 locations in 35 states. Owners choose our franchises for the strength of our brands, the proven reputation of our management team, and our ongoing support.

Our Daily Purpose: To create joy – and FUN – for everyone.

At Fun Brands, we are passionate about what we do every day. We strive to be a great company to work for and partner with, and to ensure our brands remain category leaders.

Additional information can be found online at:

- Fun Brands: <http://www.fun-brands.com/home.html>
- Pump It Up: <https://www.pumpitupparty.com/>
- BounceU: <http://www.bounceu.com/>
- Fun Brands Carousels: <http://www.funbrandscarousel.com/>



Pump It Up: Brand Overview

Pump It Up is the leader in the Kids Entertainment Center category with approximately 140 locations spanning 33 states. While best known for private birthday parties for children, Pump It Up also has a variety of other offerings inside of our inflatable arenas. All of our locations are franchisee owned and operated with the exception of our corporate store located in Tempe, AZ.

In 2012, we introduced a new logo and tagline, *where your imagination comes to play* – shifting from the previous “inflatable party zone” with a desire to expand the business beyond a weekend birthday place to an everyday destination. Our goals with this new positioning are to increase frequency from once a year to monthly or even weekly, to drive sales of our weekdays and increase profitability for franchisees.

The *Save Childhood, Support Imagination* campaign launched in 2013 to help reinforce and tighten our ownership of the new imagination positioning with a dedicated website, supportimagination.com.

Late 2013 and into 2014 we will continue to test and expand the portfolio of imaginative attractions and activities available at Pump It Up as well as test and implement a new look for the brand, including store décor.

Our offerings:

- Private kids birthday parties
- Party Experiences
 - ① Adventure Parties: Interactive, imagination-based themed party additions, including *Superhero Training Camp* and *Pirate Quest*
 - ① Glow: Special effects lighting for a glow-in-the-dark experience
- Open Jump/Pop-In Playtime (open-to-the-public jump time)
- Camp Pump It Up (camp program during school breaks, incorporating art, science, technology and other themes)
- Jump-N-Jam (tween program incorporating music, activities and glow lighting)
- Special Events (typically tied to seasonal holidays)
- Field trips
- Fundraisers

Brand attributes:

- Private
- Fun
- Magical
- Family-focused
- Safe
- All-inclusive party (planning, facility, food, etc.) that's easy to do
- Friendly, trained staff to aid in the total party experience & supervision

Our customers:

- 80% of our customers are 3 – 7 years old
- 20% of our customers are 8 – 12 years old
- 97% of our private kid's birthday parties are booked by moms

Our national partners:

- Autism Speaks (www.AutismSpeaks.org)
- Ad Council Coalition for Healthy Children (<http://healthychildren.adcouncil.org/>)

Project Goals and Objectives:

- Build consumer brand awareness for Pump It Up
 - ① Based on current research, only 42% of Moms with kids ages 3-12 inside our trade areas are aware of Pump It Up.
- Develop and execute ongoing media strategy and successful PR-driven campaigns
- Support national fundraising event with Autism Speaks (or other national partner)
- Support Pump It Up marketing calendar initiatives
- Provide tools & templates for franchisees
- Support with crisis communications (as-needed)

Potential 2014 initiatives:

New Adventure Party Experience – “Paparazzi”

- Tween-focused party experience will incorporate photo ops, red carpet runways, among other activities to enhance the experience

Toddler Program

- Potential program during the school year to increase daytime attendance with toddler-friendly programming

Playdates / Themed Open Jumps

- Currently testing in select markets as “Playdates”
- Multiple themes and activities available, such as Superhero, Pirate, Magic, International, Story Time, Arts & Crafts, Song & Dance, etc.
- Each themed open jump session will include themed games and activities as well as a special take-home gift

Budget:

- Monthly retainer \$6,000

Proposal Notes:

- Response should include campaigns to support potential 2014 initiatives and any unique, PR-driven ideas/programs to help build awareness.

Resources:

- Website: <https://www.pumpitupparty.com/>
- Facebook: <https://www.facebook.com/PumpltUpParty>
- Twitter: <https://twitter.com/PumpltUpParty>
- Support Imagination: <http://www.supportimagination.com/>
- Additional brand positioning, research and program information is available upon request.



BounceU: Brand Overview

BounceU was founded in Gilbert, AZ in 2003. We have a passion for celebrating birthdays – specializing in creating private, full-service birthday party experiences for children in a safe, indoor environment. Founded with customer service in mind, BounceU provides tailored, stress-free and supervised parties. Today, BounceU is based in Tempe, AZ and has 51 locations in 19 states.

Recent rebranding and repositioning efforts focus on being the best place to have a birthday party and is reinforced with a new logo, characters, store décor and tagline, “*Where Birthdays Come to Life.*” BounceU’s offerings go beyond birthdays inside the inflatable-filled Stadiums to include open to the public and other group events. All locations are franchise owned and operated.

Late 2013 and into 2014 we will continue to refresh existing BounceU locations with the new look and expand upon the birthday positioning.

Our offerings:

- Private kids birthday parties
- Cosmic Bounce (party add-on)
 - ① Special effect lighting adds extra excitement to the birthday experience using black lights and glow-in-the dark accessories
- Open Bounce & Family Bounce Night (open-to-the-public jump time)
- Camps (camp program during school breaks, incorporating art, science, technology and other themes)
- Parents Night Out
- Special Events (typically tied to seasonal holidays)
- Team Parties
- Field trips
- Fundraisers

Brand attributes:

- Whimsical
- Fun
- Mischievous
- Private
- Friendly, trained Party Pros to aid in the total party experience & supervision

Target Audience:

- Children 3 – 7 years old
- Women with children 3 – 7 years old

Our national partners:

- Make-A-Wish (www.wish.org)

Project Goals and Objectives:

- Build consumer brand awareness for BounceU
 - ① Based on current research, only 32% of Moms with kids ages 3-12 inside our trade areas are aware of BounceU.
 - ① We want to own birthday parties
- Develop and execute successful PR-driven campaigns in support of BounceU marketing calendar initiatives
- Provide tools & templates for franchisees
- Support with crisis communications (as-needed)

Potential 2014 initiatives:

Make-A-Wish

- *Bounce to Make Wishes Come True* will be the 2nd annual system-wide fundraising event in partnership with Make-A-Wish.

BounceU's 11th Birthday

- The system-wide customer appreciation events to celebrate the BounceU brand's 11th birthday.

Birthday Experience

- Enhancements to our in store experience that *make our parties come to life*, by making the Birthday child feel special, our fun and friendly staff and easy to do birthday parties.

Budget:

- Annual Budget: \$24,000
- Billed and executed on a project/campaign basis

Proposal Notes:

- Response should include campaigns to support potential 2014 initiatives and any unique, PR-driven ideas/projects to help build awareness.

Resources:

- Website: <http://www.bounceu.com/>
- Facebook: <https://www.facebook.com/BounceU>
- Twitter: <https://twitter.com/BounceU>
- Additional brand positioning, research and program information is available upon request.

Odwyerpr.com



Fun Brands Carousels: Brand Overview

Fun Brands Carousels, the largest double-decker carousel operator in the United States, creates memories for more than 400,000 riders every year. Each one of the company's unique, hand-painted characters is a custom-built masterpiece.

Fun Brands Carousels works exclusively with Chance Rides, Inc., the world's largest amusement ride manufacturer of quality and durable carousels. Together, the companies designed the new, double-decker carousel.

Fun Brands Carousels Goals and Objectives:

- Build consumer brand awareness and highlight new carousel openings/installations

Fun Brands Goals and Objectives:

- Build trade and consumer awareness for Fun Brands portfolio

Budget:

- Up to \$1,000 per month discretionary funds available to promote Fun Brands Carousels and Fun Brands

Proposal Notes:

- Response should include public relations ideas and tactics using new and traditional media to support new carousel openings/installations.
- Response should include ideas to further promote Fun Brands

Resources:

- Website: <http://www.funbrandscarousel.com/>
- Facebook: <https://www.facebook.com/HqCarousels>
- Additional brand positioning, research and program information is available upon request.



Franchise Development Overview:

The Franchise Development team at Fun Brands is looking to add an agency of record (AOR) to assist in creating awareness using new and traditional media in the franchise industry, generate coverage in targeted markets to attract potential franchise owners and assistance with online content creation for Pump It Up and BounceU development sites.

Our Partners:

- IFA • International Franchise Association (<http://www.franchise.org/>)
- VetFran (<http://www.vetfran.com/>)

Target Audience:

- Married couples (with children) between the ages of 35-45
- High net worth (over \$500,000)
- One spouse is seeking to leave the corporate world or re-enter the working world and looking for more flexible schedule because of their current family situation.

Fun Brand Goals and Objectives

- To be known as the authority on children's franchising and owning a kids centric business.
- Produce press releases to enhance SEO optimization for Franchise Development keywords.

Pump It Up Goals & BounceU Objectives:

- Highlight new candidates who sign franchise agreements or franchisees who are opening their first store.
- Introduce brand and opportunity to designated markets where Pump It Up does not exist (including proactive building opportunities)
- Assist with content creation for franchise development website(s)

Carousel Goals and Objectives:

- Create media impressions in real estate/retail trade publications

Key Markets – Immediate Needs:

- California (BounceU): Los Angeles County and San Diego County
- Florida: Doral
- Pennsylvania: Pittsburgh
- Texas: Houston and DFW metro
- Virginia: Fairfax County, Alexandria, Arlington, Annapolis
- Massachusetts: Boston Metro

Key Markets – Future Growth:

- Albuquerque, NM (Pump It Up)
- Buffalo, NY (BounceU)
- Kansas City, MO (BounceU/PIU)
- Miami, FL (Pump It Up)
- New Orleans, LA (Pump It Up)
- Oahu, HI (Pump It Up)
- Orlando, FL (Pump It Up)
- Oklahoma City, OK (BounceU)
- Atlanta, GA (BounceU)
- Denver, CO (BounceU)
- Salt Lake City, UT (Pump It Up)
- El Paso, TX (Pump It Up)
- Virginia Beach, VA (Pump It Up)

Budget:

- \$2,000 monthly retainer

Proposal Notes:

- Response should include public relations ideas and tactics using new and traditional media to hit objectives for all four brands.

Resources:

- Pump It Up
 - Development Website: <http://pumpitupparty.com/development/index.html>
 - Real Estate Website: <https://www.pumpitupparty.com/Real-Estate.aspx>

Proposal Directions:

This section instructs respondents on procedures related to the submission of proposals. It should include:

- **Agency Information**
 - Your firm's contact information
 - Agency experience relevant to the children's entertainment center and franchise industries
 - Agency's public relations philosophy and approach
 - Experience and role of staff members who will work on the accounts
 - Additional resources that the agency offers (optional)
- **Account Management**
 - Process for managing account
 - Reports, reviews and measurements that will keep the program on track and justify investment to management and franchise community
 - Billing and expense practices, including whether travel for account management is considered a billable expense
- **Proposal**
 - Proposed elements of the plan(s), along with a suggested budget and proposed timelines for components of the proposal, including hourly rates, fees and anticipated reimbursable costs
 - Three to five case studies or examples of previous campaigns for other clients relevant to our objectives and goals
 - Three client references should be provided at the time of your presentation, including: Current contact name, address, phone number and email.

All entities of Fun Brands have some specific requirements, but we are also interested in your ideas to support the brand as we plan to grow our business through local store sales and franchise development.

We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

Proposal Timeline:

08/16/13	Provide notification on intent to participate
09/06/13	Completed RFPs due (email to wkrone@fun-brands.com)
09/23/13 (week of)	Notifications to agencies to advance to next round of review
09/30/13 – 10/11/13	Final team presentations
10/31/13	Agencies notified of final selection
12/01/13	Start date for new agency

Respondents are encouraged to contact us with any questions or concerns. Final Proposals submitted are to be received (preferably emailed) by Marketing Manager, Wendy Krone no later than **5:00 pm, September 6, 2013.**

Contact Information:

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