



KINDNESS CARNIVAL™

Partnership Proposal



October 4, 2025
Cambria Playground
Queens, NY



beingegyptcares.org

ABOUT THE KINDNESS CARNIVAL™



The Kindness Carnival™ is more than an event - it's a celebration of compassion, equity, and empowerment.

- Held annually during Anti-Bullying Awareness Month, it transforms Southeast Queens into a vibrant festival of hope and resilience.
- With over 5,000 attendees, this free, family-centered event brings together children, families, educators, nonprofits, and civic leaders.
- Our mission is to uplift our most vulnerable and inspire the entire community.





AN EXPERIENCE FILLED WITH:

- ✓ Hands-on youth activities and inflatables
- ✓ Live performances, music, and games
- ✓ Mental wellness and anti-bullying resources
- ✓ Literacy & storytelling zones
- ✓ Free food, school supplies, and books
- ✓ Haircuts and hairstyles for boys and girls
- ✓ Free clothing giveaways for children and families



This is where safety, joy,
and belonging come alive.

BACKED BY NYC'S LEADING PUBLIC OFFICIALS



The Kindness Carnival™ is a trusted, city-supported initiative.

- Made possible by dedicated public servants who believe in the power of kindness.
- Partnering with this event places your brand alongside some of the most trusted leaders in NYC government and community advocacy.



Leroy Comrie
NYS Senator



Adrienne Adams
NYC Council Speaker



Selvena Brooks-Powers
Council Member



Nantasha Williams
Council Member



Kevin Riley
Council Member



Michaelle Solages
Assembly Member



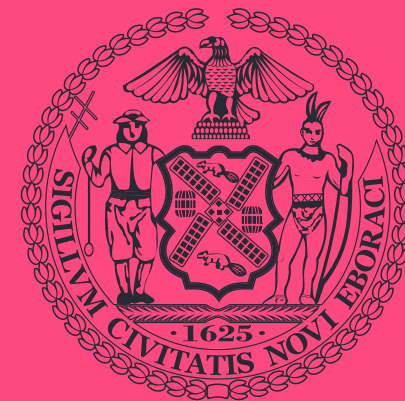
Alicia Hyndman
Assembly Member



Clyde Vanel
Assembly Member



James Sanders Jr.
NYS Senator





CONNECT WITH A DIVERSE & ENGAGED AUDIENCE

WHERE YOU WILL REACH

- Over 5,000 attendees from across New York City.
- Multicultural families from Caribbean, African American, Latino, South Asian, and East Asian backgrounds.
- PTA groups, schools, youth organizations, and parent advocates.
- Civic-minded families looking to engage with values-aligned brands.
- Neighborhood leaders, community groups, and local press.



SPONSORSHIP LEVELS: COMMUNITY PARTNER

Community Partner - \$2,500
Show your support.
Stand with our families.

This entry-level sponsorship allows local businesses and organizations to be seen as active supporters of kindness, safety, and youth well-being.

INCLUDES:

- Logo placement on event signage and printed materials
- Social media acknowledgment before and after the event
- Verbal recognition during the event
- Inclusion in post-event sponsor thank-you email to families

SPONSORSHIP LEVELS: GOLD SPONSOR

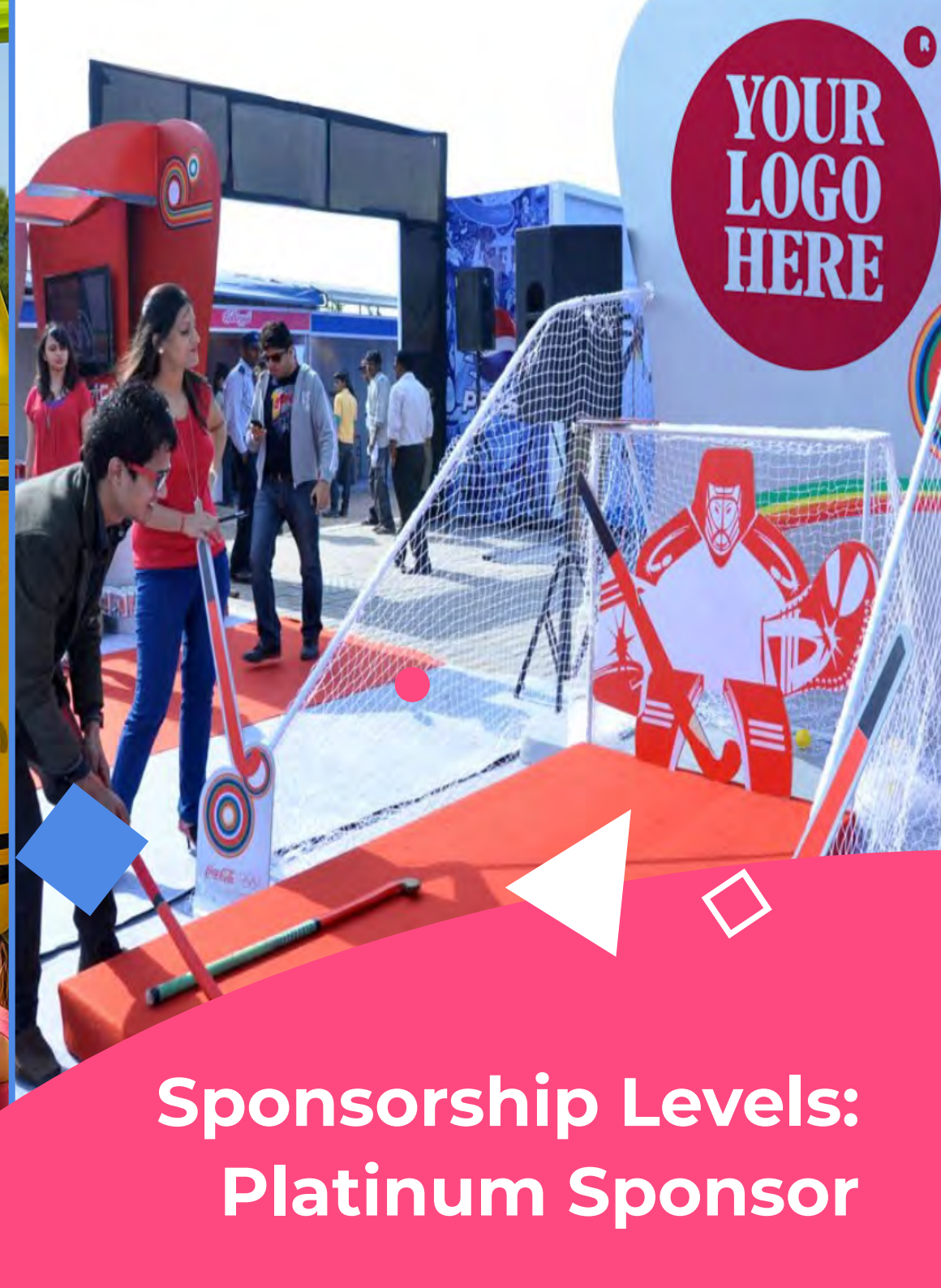
Gold Sponsor - \$5,000
Inspire confidence.
Celebrate resilience. Be remembered.

Gold Sponsors receive meaningful visibility and direct engagement with thousands of families in a high-energy, high-impact environment.

INCLUDES:

- Logo on event signage, press materials, and staff t-shirts
- Booth space with tables, chairs and tent in a busy activation zone to engage with attendees
- Opportunity to provide branded giveaways (e.g., wellness kits, snacks, school supplies)
- On-stage acknowledgment and thank-you throughout the day
- Inclusion in recap content shared with over 5,000 households
- Optional recognition by elected officials during mainstage programming





Sponsorship Levels: Platinum Sponsor

PLATINUM SPONSOR \$10,000

*Shape the experience.
Lead with purpose. Amplify your impact.*

Platinum Sponsors receive custom activation and strategic brand integration throughout the event. Allow your company to play a leading role in creating joyful, safe spaces for children and families.

INCLUDES:

- ◆ Naming rights to a custom branded activation zone (e.g., Family Wellness
- ◆ Tent, Kindness Hydration Station, Literacy Lounge)
- ◆ Premium logo placement on all signage, staff shirts, and printed materials
- ◆ Branded giveaway item opportunity (e.g., bags, coloring books, hygiene kits)
- ◆ Prime booth space with elevated visibility and foot traffic
- ◆ Recognition in official photo/video recap content
- ◆ On-stage thank-you during headlining programming
- ◆ BeingEgypt Cares Community Impact Award presented live at the event
- ◆ This is a unique opportunity to engage deeply, connect meaningfully, and be visibly aligned with a movement that matters.





YOUR PARTNERSHIP MAKES A DIFFERENCE

Let's Build Something Beautiful - Together

- The Kindness Carnival™ creates joy, equity, and inspiration for thousands of NYC families.
- Your partnership makes it possible.
- Join us in building a day that transforms lives, uplifts neighborhoods, and proves that kindness is not only powerful - it's contagious.

Become a sponsor today.

Contact Shaleem Bush-
sbush@beingegypt.com



Scan to watch
Impact!

