

Opportunity



Channel

Dates

Cost



Promotion at the discretion of the partner, with the Event taking place during October half term.

The Opportunity

THE SLIMIEST EVENT OF THE YEAR IS BACK!
 Nickelodeon's SLIMEFEST returns for its 4th year at Blackpool Pleasure Beach from 19th – 21st October 2019 and it is going to be bigger and better than EVER!

Across six shows, at 1pm and 6pm every day, 12,000 kids and families will enjoy SLIME, MUSIC and MAYHEM at the event itself, but the reach continues as the show is aired on Nickelodeon & is covered extensively across social media!

With huge headliners yet to be announced, the line up is looking packed full of top music artists, special guests and Nickelodeon stars. We already have the amazing JORDAN and PERRI hosting, and the talented DIVERSITY returning to the stage. They will also be joined by the singer and social superstars MAX & HARVEY, boyband ROADTRIP and first ever winner of "The Voice UK Kids" JESS FOLLEY.

Official partners will receive promotional media running on air and online in the lead up to the event. With the event itself offers great branding opportunities, plus the option to sample/run experiential activity on the ground.

2019 Partnership

SLIMEFEST creates unique opportunities for brands to speak to kids and their families. There will be 3 x commercial partners who could each receive a mix of the following:

- On the Ground (Event): branding inclusion and in-venue content, pop-up retail, sampling and activation opportunities
- Broadcast and Digital media: delivered across TV and digital. Delivery will be tailored to the platform and timing that meet your objectives
- Marketing: Integration into marketing campaign and inclusion on all print materials and press releases
- Promotional Logo rights
- Creative: Nickelodeon can produce all elements (if required)
- VIP tickets: VIP tickets available to each partner

Plus this year we have even more potential, with brand new commercial opportunities for 2019 including...

- Social: brand integration of the Slime Squad! - social influencers who create unique content from all the shows and seed it out across their vast following. (Additional budget required)



Previous Partners Include:



VISIT BLACKPOOL

