

Opportunity

nickelodeon BIG BASE CAMP

Channel

Dates

Cost

nickelodeon™

Easter 2020

THE OPPORTUNITY

Coming to a brand new London location Easter 2020, in conjunction with BroadWick Venues, we are delighted to announce the arrival of **NICKELODEON BIG BASE CAMP**, the ultimate day out!

This all new, mega immersive experience in the heart of London, is set to be Nickelodeon UK's BIGGEST kids event.

A place where families have the chance to engage and interact with the Nickelodeon brand first hand, as kids favourite shows and characters are brought to life.

As a kids first event, the main attraction is the **BASE CAMP STUDIOS EXPERIENCE** where young explorers 7-14 will discover life behind the scenes & learn what it takes to become the star of the show, complete with 5 immersive zones filled with games, laughter and SLIME!

PLUS, the whole family will also be able to experience a number of activities in **BIKINI BOTTOM BEACH**, explore the **BASE CAMP**, or relax on the beach itself food and drink from the Krusty Crab itself.

5 IMMERSIVE ZONES FOR KIDS ONLY!

1. **Transformation Zone** where kids will learn to become the ultimate hero & discover their superpower skills from Phoebe Thunderman.
2. Use their superpower skills to make it through **Henry Danger's Man Cave**, a mystical chamber full of hidden secrets.
3. Uncover the mystery in our **Hunter Street Escape Room** as kids race against time.
4. Go behind the scenes at **The Nick Studios** as kids become the star of the show.
5. Finally, kids will understand what it means to be the ultimate Nickelodeon hero, and that is what an epic sliming in the **SLIME Zone** finale will provide.



NICKELODEON UK'S BIGGEST KIDS EVENT

**ACROSS
10 EPIC DAYS**
in the heart of
London

**OTG REACH
OF 60,000**
kids and
families

**PROMOTION
ACROSS TV,
SOCIAL &
HEART FM**

PARTNERSHIP PACKAGES

Nickelodeon Big Base Camp creates unique opportunities for brands to speak to kids and their families. There will be 3 key commercial packages, that will engage multiple media touchpoints:

• HEADLINE SPONSOR

Become the headline sponsor and own the inaugural Nickelodeon Big Base Camp. The Headline sponsor will always have a mention alongside event promotions

• ZONE SPONSOR

Become a sponsor for kids eyes only and creatively own a full zone, integrating with the most popular shows on Nick

• SAMPLING / RETAIL PARTNER

Showcase your brand, product or service to 60,000 kids and families attending the event, in a trusted and engaging environment

All partnerships (exc Sampling only) will include:

- Branding inclusion and in-venue content
- Sampling and activation opportunities
- Broadcast and Digital media
- Media delivered across TV and digital to support each Sponsor. (dependent on package)