

theSmileProject



“DC Play Date”

OCTOBER

5th
2013

Washington DC
National's Lot W

theSmileProject

“DC Play Date”

The “Smile Project”, hosted by Broccoli City, will be an all day event for ALL AGES from noon to 10pm on Saturday October 5th located at Washington National Parking Lot W. #theSmileProject was curated to celebrate DC and be reminded what it is like to have fun, and smile freely. Featuring Zip-lining, Bungee, rock climbing, moon bounces, games, entertainment, magic, top DJ's, food trucks, adult beverages, exhibitors, vendors, and more, the “Smile Project” will be uninhibited fun.

The event will be kids & families friendly between 12pm- 4:00pm. After 4pm, we recommend attendees to be at least 18 years old due to mature music content, libations, and adult language.

In line with DC's Sustainability Plan, “Smile Project” will place an emphasis on keeping a low carbon foot print by implementing recycling programs, reusable items, offsetting energy costs with renewable energy credits and alternative energy generators.



#SmileProject

“Somewhere between childhood and adulthood, many of us stop playing. We exchange play for work and responsibilities”

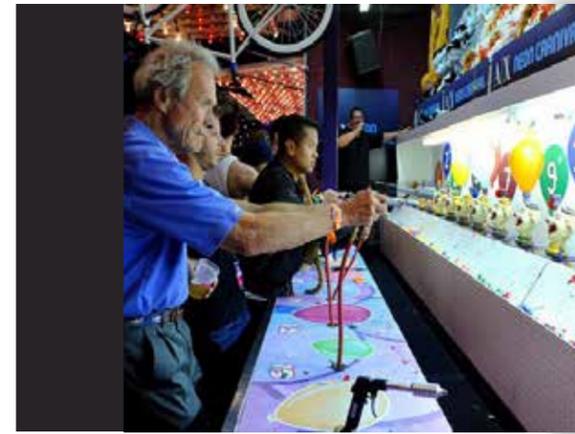
“Playtime” is often described as when we feel most alive, yet we often take it for granted and may completely forget about it. “The Smile Project” will be an entertaining all day event, that grants adults permission to play, smile and have fun like kids again. In addition, numerous exhibitors

and vendors will highlight all the great things the DC Metro has to offer. “Playtime” is as important to our physical and mental health as getting enough sleep, eating well, and exercising. Play teaches us how to manage and transform our “negative” emotions and experiences.

It supercharges learning, helps us relieve stress, and connects us to others and the world around us. Despite the power of play, somewhere between childhood and adulthood, many of us stop playing. We exchange play for work and responsibilities.



WEB MARKETING
SmileProjectDC.com
TWITTER/INSTAGRAM:
@SmileProjectDC
SOCIAL MEDIA HASHTAG
#SmileProject



CARNIVAL GAMES & RIDES

MOVEMENT/ACTIVITY



ENTERTAINMENT STAGE



EXHIBITS & VENDORS



VENUE

NATIONAL STADIUM LOT W
620 M ST Southeast
Washington, DC 20003

Ideally located 6 blocks from National Stadium and 3 blocks from the Navy Yard Metro Station in Southeast DC. Currently used as the economy parking lot for all the Washington National home games.



NATIONAL STADIUM
PARKING LOT W

MORE DETAILS



**it's simple...
Just Smile and
enjoy DC**

*Attendance: 4000 to 6000
ALL AGES
Target Demographic:
Multicultural, Very Tech Savvy,
Young Families, and Urban*



Exhibits/Vendor Space

DC Metro Residents have a chance to learn more about great business and programs focused to improve the city and showcase their future plans. Business of all sizes, Gov't Agencies, & non-profit organizations can to sell their consumer products, food, & provide informational material.

"PARTNER" EXHIBITOR SPACE \$10,000.00

What you Get: Two Under 3 mins Speech Time Slots, Exhibit Space in a full 10ft x 10ft tent, Power Connection, & Exclusive Logo Visibility Onsite, & Online, featured in all PR & marketing
Note: One Space Available

"GENERAL" EXHIBITOR SPACE \$2475.00

What you Get: Under 3 mins Speech Time Slot, Exhibit Space in half 10ft x 10ft tent, Power Connection, Logo Visibility Web & Onsite
Note: VERY Limited Space Available

"BASIC" EXHIBITOR SPACE \$2075.00

What you Get: 6ft Table Under Tent, chairs, Power Connection, Logo Visibility Web & Onsite

LOCAL VENDORS \$225.00

What you Get: 6 ft Table & Chairs Reserved for Small Non Profits & Businesses

FOOD TRUCKS \$350.00



Carnival Games & Rides

Re live your childhood by playing numerous carnival games and rides

- Bumper Cars
- Giant Slides
- Ballon & Water Darts
- Baseball Toss
- Video Games
- SkeetBall
- Photobooths
- Oversize Board Games



Movement / Adventure Activities

Participants are encouraged and inspired to stay active through a variety of different adventure activities:

- Obstacle courses
- Bungee Lines
- Rock climbing
- Zip lining
- Moon Bouces



Entertainment Stage

Dancing to a favorite tune played by our line up of nationally known EDM, Hip Hop, and Top 40 DJ's, listening to a profound speech, or after sun down watching on the 30ft Screen your favorite comedy sitcom episodes such as:

- Sinfield
- Martin
- Curb Your Enthusiam
- Friends
- South Park & Simpsons
- The Office
- Family Guy
- In Living Color

"WE ARE DRAWN TO PEOPLE WHO SMILE"
"Smiling Changes Our Mood"
"Smiling Lowers Your Blood Pressure"
"Smiling more will make you look younger"

THINK BROCCOLI CREATIVE AGENCY'S CORE COMPETENCIES & PAST EVENTS:

Successful large event and festival planning and/or marketing includes 2012 BUKU Art & Music Project in New Orleans. Over 10,000 people attended this 2 day festival featuring headliners DÍPLO, Wiz Khalifa, Skrillex, & AVÍCIÍ . More recently we curated Broccoli City Festival which was Washington DC's first urban Earth Day celebration with approximately 5000 attendees.

MEDIA REACH & PRESS:

- * Broccoli City Festival had approx 3 million media hits, and 3500 instagram pics hash tagged #BCfest
- * Events have been featured in national publications such as: Huffiington Post, Complex, Washington Post, Washinton City Paper, CBS Radio, ABC News, Fox News, CNN, BYT, Tree Hugger, Bossip, Examiner, NOLA , AllHipHop & more

STRATEGIC PLANNING

BRANDING AND
ADVERTISING

SPACE PLANNING AND
DESIGN

SOCIAL MEDIA
MANAGEMENT

EXPERIENTIAL MARKETING

EXHIBIT/VENDOR
MANAGEMENT

CONCEPT DEVELOPMENT
AND IMPLEMENTATION

BRAND RELATIONSHIPS

PROJECT MANAGEMENT

broccoli

CITY.com

Organic Lifestyle Brand

“Broccoli City is a platform that uses creativity to showcase a relatable look into the environment, sustainability, health, and social issues through events, culture, art, fashion and music”

ThinkBroccoli.com

info@ThinkBroccoli.com

Washington, DC
Los Angeles, CA