



CORPORATE SPONSORSHIP PROSPECTUS

**Building the Next Generation of Conservationists
Through Storytelling**

A children's animated conservation initiative by Micamo
In partnership with Art4Kids

WHAT IF A CHILDREN'S SHOW COULD DO MORE THAN ENTERTAIN?



Children's media has the power to shape what young audiences notice, care about, talk about, and ultimately choose to protect.

Great Big World is being created at the intersection of:

CHILDREN'S ENTERTAINMENT

CONSERVATION

EDUCATION

DIGITAL MEDIA

CORPORATE SOCIAL IMPACT

Through short-form animated stories, Great Big World introduces children to animals and the natural world while creating opportunities for education, family engagement, and age-appropriate conservation action.

We are inviting a select group of companies to help build this initiative from the ground up.



INSPIRE CURIOSITY. BUILD CONNECTION. ENCOURAGE ACTION.

Great Big World follows Sunny as she discovers the extraordinary animals and ecosystems that make our planet so remarkable.

Each story is designed to help children move through three simple stages:

STORY

Meet an animal.

DISCOVER

Learn something fascinating about its world.

ACT

Find one positive way to care about or connect with the natural world.

Our ambition is to create more than a series.

We are building the foundation for a **children's conservation storytelling platform.**

THE FIRST SEASON

Ten stories. Ten opportunities to discover the natural world.



The initial Great Big World season is planned around:

12 ORIGINAL SHORT-FORM EPISODES

Each episode is approximately:

3 minutes

A season compilation will bring the stories together into a longer-form viewing experience.

Initial digital distribution is being developed across:

- YouTube Shorts
- TikTok
- Instagram
- Patreon
- Additional digital, educational, and partner channels
-

The short-form format is intentionally designed for today's digital viewing environment while allowing each story to be expanded into educational and conservation experiences.

CHILDREN DON'T NEED TO BE TOLD TO CARE ABOUT THE PLANET.



They need opportunities to **connect with it**.

Great Big World approaches conservation through:

CURIOSITY

Animals are
fascinating.

STORY

Every species has a
story worth telling.

EDUCATION

Knowledge makes
the world more
understandable.

EMPATHY

Connection creates
care.

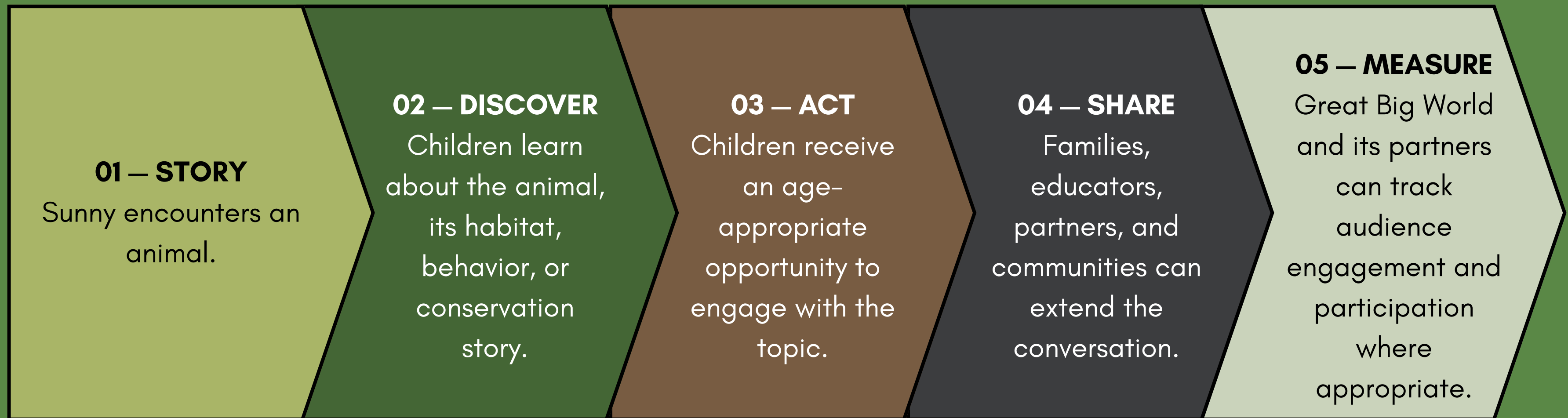
ACTION

Small actions can
introduce children to
stewardship.

STORY → DISCOVER → ACT



Every episode creates the possibility for a larger brand and conservation activation.



This is where sponsorship becomes more than media placement.

A sponsor can help turn an episode into an experience.

WHAT A CORPORATE PARTNERSHIP CAN SUPPORT

Corporate support can help fund:

CONTENT

Animation, production, storytelling, post-production, and distribution.

CONSERVATION

Research, subject-matter collaboration, educational development, and conservation storytelling.

EDUCATION

Family resources, educator materials, activities, and learning experiences.

YOUTH ENGAGEMENT

Conservation challenges and interactive experiences.

DIGITAL

Social content, behind-the-scenes storytelling, digital campaigns, and audience engagement.

LONG-TERM DEVELOPMENT

The infrastructure needed to grow Great Big World into a broader conservation education platform.

WE BELIEVE THE BEST SPONSORSHIPS ARE PARTNERSHIPS.



Great Big World is not designed to become a collection of advertisements.

We are looking for companies whose values align with:

- children and families
- education
- environmental stewardship
- wildlife
- conservation
- sustainability
- community impact
- curiosity and discovery

Brand integration should feel **natural, age appropriate, mission aligned, and additive to the experience.**

The story remains the story.

The partner helps make the story possible.



SPONSORSHIP OPPORTUNITIES

Multiple ways to participate.

Great Big World is developing several partnership levels so companies can participate at different scales.

SEED PARTNER

\$5,000 – 10,000



Help plant the first seeds of the Great Big World ecosystem.

Seed Partner support may contribute to:

- educational resource development
- conservation research
- episode development
- youth engagement concepts
- production components

Potential recognition

- Partner recognition within appropriate Great Big World digital materials
- Inclusion on the Great Big World partner page
- Social recognition where appropriate
- Partner acknowledgment in selected campaign materials
- Post-campaign impact summary

Best suited for
Companies and organizations seeking an accessible entry point into Great Big World and children's conservation.

SPECIES PARTNER

\$15,000 – 25,000



Help bring one animal's story to life.

A Species Partner supports the development of a Great Big World story centered around an animal or conservation theme.

Potential opportunities include:

- Episode production support
- Conservation subject-matter collaboration
- Educational resource development
- Species-focused digital content
- Social storytelling
- Conservation challenge development
- Partner recognition

Example

THE GREAT BIG WORLD SEA TURTLE STORY

A partner helps support an episode introducing children to sea turtles and the challenges facing their habitats.

The story can then extend into:

Episode → Educational Resource → Conservation Challenge → Digital Engagement

CHAPTER PARTNER

\$35,000 – 75,000



Own a conservation theme—not just a single episode.

Chapter Partners support a thematic collection of Great Big World stories.

Potential chapters include:

OCEAN & MARINE LIFE

WILDLIFE & ENDANGERED SPECIES

POLLINATORS

WILDLIFE IN OUR COMMUNITIES

HABITATS & ECOSYSTEMS

A Chapter Partnership may include:

- **Multiple episode integrations**
- **Thematic educational materials**
- **Conservation challenge**
- **Social campaign**
- **Partner recognition across the chapter**
- **Digital content**
- **Conservation organization collaboration**
- **Impact reporting**

Designed for companies with a broader environmental or social-impact platform.

SEASON PARTNER

\$100,000 – 250,000



Help bring the first Great Big World season to life.

Season Partners support the broader production and impact ecosystem.

Potential benefits include:

- Season-level partner recognition
- Support across multiple episodes
- Conservation education initiatives
- Digital campaign integration
- Youth engagement activation
- Social storytelling
- Educational resources
- Conservation partner collaboration
- Behind-the-scenes content
- Partner storytelling opportunities
- Impact reporting

Potential positioning

"The Great Big World Season presented with support from [Partner]"

Final naming and recognition structures will be developed collaboratively.

FOUNDING CONSERVATION



PARTNER

\$250,000+

Help establish the Great Big World platform.

Founding Conservation Partners are envisioned as a select group of organizations that want to help shape the long-term direction of Great Big World.

A Founding Partner may support:

- Season development
- Conservation storytelling
- Educational resources
- Youth engagement
- Digital infrastructure
- Conservation partnerships
- Community programming
- Future seasons
- Great Big World conservation initiatives

Potential benefits may include:

- Founding Partner recognition
- Long-term brand association
- Customized conservation activation
- Executive/employee engagement opportunities
- Partner content
- Community engagement
- Impact reporting
- Early access to future partnership opportunities

This is not simply a sponsorship.

It is an invitation to help build the platform.

ADOPT AN EPISODE



A signature Great Big World sponsorship opportunity.

Companies can directly support the creation of a specific episode.

THE MODEL



One investment.

One story.

One opportunity to connect children with the natural world.

CONSERVATION CHALLENGE



PARTNER

Turn awareness into participation.

Great Big World is developing **Sunny's Great Big Challenge** — a series of simple, positive activities inspired by the animals and conservation topics featured in the series.

A Conservation Challenge Partner may support:

- Challenge development
- Educational materials
- Digital distribution
- Family participation
- Social content
- Partner activation
- Conservation organization collaboration

Examples may include:

THE POLLINATOR CHALLENGE

Discover a local pollinator and create a pollinator-friendly space.

THE OCEAN CHALLENGE

Learn how everyday choices can affect marine environments.

THE WILDLIFE CHALLENGE

Discover three wild animals living near your community.

THE HABITAT CHALLENGE

Learn why habitats matter and explore one way to protect them.

EDUCATION PARTNER



Extend Great Big World beyond the screen.

Companies supporting children's education, STEM, environmental literacy, or family learning can support the development of:

- Educator guides
- Family activity sheets
- Species fact sheets
- Classroom discussion prompts
- Printable activities
- Digital learning experiences
- Virtual expert sessions
- Conservation challenges

Education partnerships can be customized around a company's existing social-impact goals.

EMPLOYEE ENGAGEMENT



Give employees a way to participate in the mission.

Corporate partnerships can extend beyond financial support.

Potential employee opportunities include:

VOLUNTEERISM

Support conservation or youth education initiatives.

EXPERTISE

Employees can contribute professional knowledge where appropriate.

COMMUNITY ACTIVATIONS

Participate in local conservation or educational events.

MATCHING & GIVING

Employee giving can support qualifying charitable components through the fiscal sponsor.

FAMILY ENGAGEMENT

Create opportunities for employees and their families to participate in Great Big World activities.

CONTENT & BRAND



INTEGRATION

Purposeful. Natural. Age appropriate.

Depending on the partnership, potential brand integrations may include:

DIGITAL RECOGNITION

Partner recognition on Great Big World digital properties.

SOCIAL CONTENT

Co-created or partner-supported social storytelling.

EPISODE RECOGNITION

Appropriate recognition connected to sponsored content.

BEHIND-THE-SCENES CONTENT

Stories about the making of an episode or conservation initiative.

EDUCATIONAL MATERIALS

Partner-supported resources.

ACTIVATION

A conservation challenge, community experience, or youth engagement campaign.

EMPLOYEE CONTENT

Stories highlighting employee participation or expertise.

All integrations will be reviewed to ensure they remain appropriate for a children's audience and consistent with the mission of Great Big World.

PARTNERSHIP BENEFITS



<u>Benefit</u>	<u>Seed</u>	<u>Species</u>	<u>Chapter</u>	<u>Season</u>	<u>Founding</u>
Partner Recognition	✓	✓	✓	✓	✓
Digital Partner Listing	✓	✓	✓	✓	✓
Social Recognition	✓	✓	✓	✓	✓
Episode Association	—	✓	✓	✓	✓
Educational Activation	—	✓	✓	✓	✓
Educational Activation	—	✓	✓	✓	✓
Conservation Challenge	—	Optional	✓	✓	✓
Multiple Episodes	—	—	✓	✓	✓
Conservation Partner Collaboration	—	Optional	✓	✓	✓

PARTNERSHIP BENEFITS



(CONT'D)

<u>Benefit</u>	<u>Seed</u>	<u>Species</u>	<u>Chapter</u>	<u>Season</u>	<u>Founding</u>
Custom Activation	—	Optional	✓	✓	✓
Employee Engagement	—	Optional	Optional	✓	✓
Impact Reporting	✓	✓	✓	✓	✓
Founding Partner Recognition	—	—	—	—	✓

All benefits are subject to final partnership scope, production schedules, platform availability, and mutually agreed terms.

PARTNERSHIP CUSTOMIZATION



There is no one-size-fits-all Great Big World partnership.

A company may want to focus on:

WILDLIFE

Support a species or animal story.

OCEANS

Support marine education and conservation.

BIODIVERSITY

Support broader ecosystem storytelling.

CHILDREN

Support youth education and engagement.

COMMUNITY

Connect digital storytelling to local experiences.

EMPLOYEES

Create employee and family engagement opportunities.

SUSTAINABILITY

Connect an existing corporate sustainability initiative with youth education.

BRAND PURPOSE

Create a meaningful cause platform aligned with the company's values.

WHAT YOUR SUPPORT MAKES POSSIBLE

Your investment can help make possible:

MORE STORIES

More animals introduced to young audiences.

MORE LEARNING

More educational resources surrounding each story.

MORE CONNECTION

More opportunities to connect children with nature.

MORE ACTION

More age-appropriate conservation challenges.

MORE ACCESS

More opportunities for families and communities to engage.

MORE IMPACT

A stronger platform connecting children's media with real-world conservation.

THE LONG-TERM PLATFORM



Great Big World starts with twelve episodes.

The vision extends much further.

PHASE 1
Animated Series
12 short-form
episodes + season
compilation.

PHASE 2
***Educational
Ecosystem***
Activities,
resources, expert
stories, and family
engagement.

PHASE 3
***Conservation
Challenges***
Digital campaigns
encouraging age-
appropriate
action.

PHASE 4
***Great Big World
Conservation
Passport***
A potential digital
experience
allowing children
to discover
species, habitats,
and conservation
topics.

PHASE 5
***Real-World
Experiences***
Connections to
zoos, aquariums,
museums, nature
centers,
conservation
organizations, and
community
programs.

PHASE 6
***Future Seasons &
Global
Partnerships***
An expanding
library of stories
connecting
children with
wildlife and
conservation
around the world.

THE GREAT BIG WORLD CONSERVATION PASSPORT

A future opportunity for sponsors.

We envision a future digital experience where children can collect:

SPECIES

Discover animals
from around the
world.

HABITATS

Explore the
environments where
animals live.

KNOWLEDGE

Complete age-
appropriate learning
activities.

CHALLENGES

Take simple
conservation actions.

BADGES

Celebrate progress
and exploration.

This could create a long-term engagement platform connecting:

CONTENT + EDUCATION + CONSERVATION + PARTNERS + CHILDREN

Sponsors could eventually support individual species, habitats, challenges, educational experiences, or passport chapters.

IMPACT & MEASUREMENT



We want to understand what happens after the story ends.

Great Big World will explore meaningful indicators such as:

AUDIENCE

- Views
- Reach
- Watch time
- Engagement

EDUCATION

- Resource downloads
- Activity participation
- Educator/family engagement

ACTION

- Conservation challenge participation
- User-submitted activities where appropriate
- Community participation

PARTNERSHIP

- Partner activations
- Conservation organization participation
- Employee engagement

COMMUNITY

- Events
- Educational partnerships
- Real-world experiences

As the platform grows, Great Big World will work with partners to identify appropriate impact measures for individual initiatives.

THE ROLE OF THE FISCAL SPONSOR



Building a responsible pathway for philanthropic support

Great Big World is being developed by **micamo Inc** in partnership with **Art4Kids**, with Art4Kids serving as the project's fiscal sponsor.

This creates an opportunity to pursue qualifying philanthropic and charitable support alongside corporate partnerships.

Potential philanthropic support may contribute to eligible areas such as:

- conservation education
- youth programming
- educational resources
- community engagement
- conservation initiatives
- charitable program activities

All charitable contributions, sponsorship arrangements, and restricted funding will be structured and administered in coordination with the fiscal sponsor and appropriate professional advisors.

Corporate partners may therefore have multiple ways to participate in the Great Big World mission.

WHO WE ARE LOOKING FOR



Great Big World is seeking a select group of founding partners.

We are especially interested in organizations aligned with:

**CHILDREN &
FAMILIES**

WILDLIFE

CONSERVATION

**ENVIRONMENTAL
EDUCATION**

SUSTAINABILITY

SCIENCE & STEM

**OUTDOOR
RECREATION**

EDUCATION

**COMMUNITY
IMPACT**

**RESPONSIBLE
CONSUMER
BRANDS**

The strongest partnerships will be those where the organization's mission and Great Big World's mission naturally reinforce one another.

WHY BECOME A FOUNDING PARTNER



Because the opportunity isn't simply to support a finished product.

It is to help shape what comes next.

Founding partners can help influence:

- the animals we introduce
- the conservation stories we tell
- the educational experiences we develop
- the challenges children participate in
- the organizations we collaborate with
- the communities we reach
- the future of the platform

Your company can help introduce the next generation to the natural world.

OUR PROMISE

Great Big World will protect the integrity of the story.



We believe children deserve content that respects their intelligence, imagination, and curiosity.

Our partnership principles are:

CHILD-FIRST

Content is developed for children—not simply for advertisers.

MISSION-ALIGNED

Partnerships should strengthen the conservation and educational mission.

RESPONSIBLE

Scientific and conservation information should be developed with appropriate expertise.

AUTHENTIC

Brand integration should feel natural rather than intrusive.

MEANINGFUL

Partnerships should contribute something beyond visibility.

MEASURABLE

We will work toward meaningful ways to understand participation and impact.

THE INVITATION

Help us introduce children to the Great Big World.



There are millions of incredible animal stories waiting to be told.

There are ecosystems waiting to be explored.

There are conservationists, scientists, educators, and organizations doing extraordinary work.

And there is a generation of children waiting to discover it all.

Great Big World brings those worlds together.

We invite your company to help us build it.

GREAT BIG WORLD

Inspire Curiosity. Build Connection. Encourage Action.



PARTNERSHIP OPPORTUNITIES

- Seed Partner (\$5,000 – 10,000)
- Species Partner (\$15,000 – 25,000)
- Chapter Partner (\$35,000 – 75,000)
- Season Partner (\$100,000 – 250,000)
- Founding Partner (\$250,000 +)

CORPORATE SPONSORSHIP & PARTNERSHIP INQUIRIES

Michelle Morte

Executive Producer

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**Inspire curiosity.
Build connection.
Encourage action.**

Developed by micamo Inc.

Fiscal Sponsor: Art4Kids a 501(c)3 company