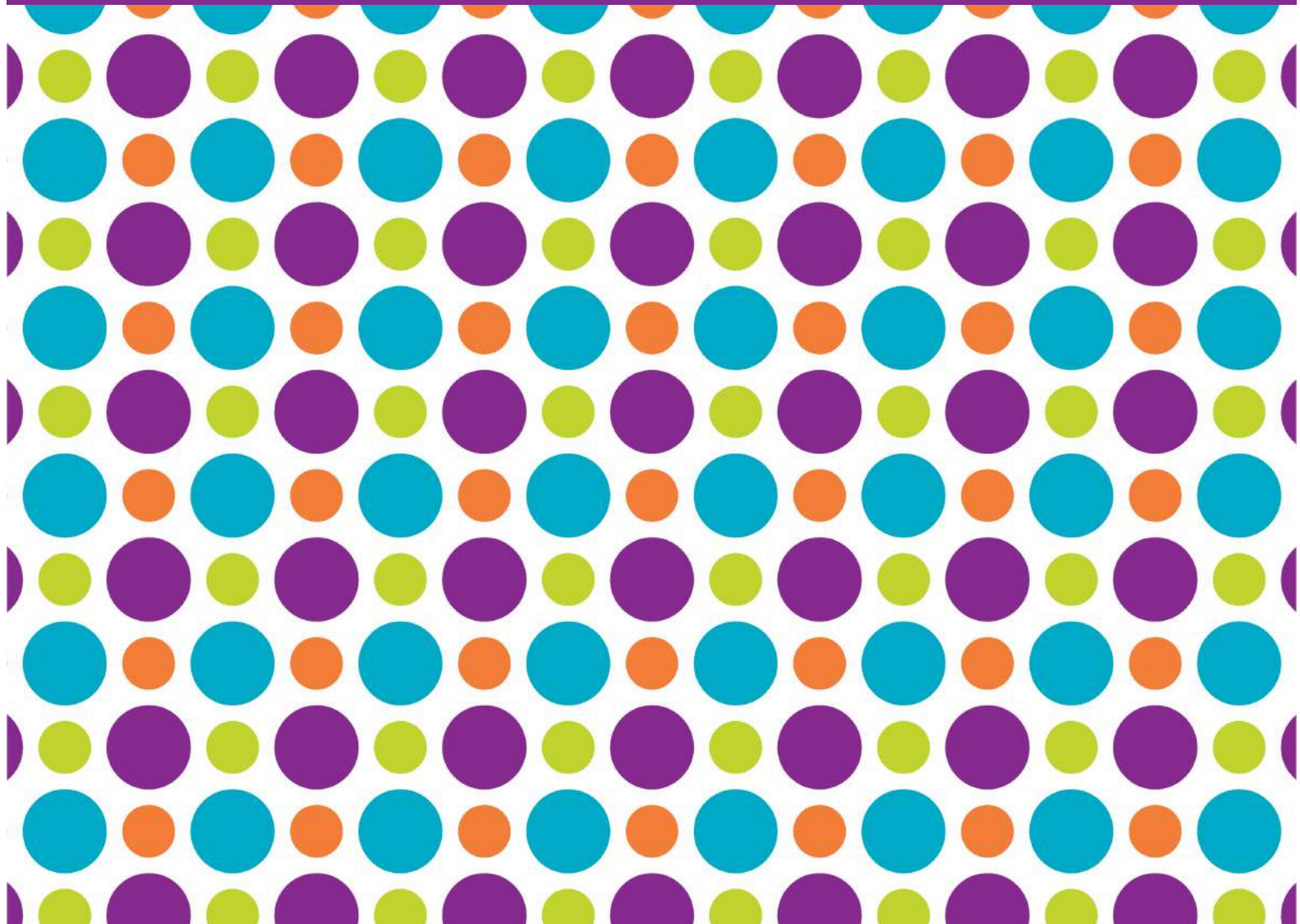


TOT SQUAD™
BABY GEAR SERVICES



Media & Partner Kit



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WHO WE ARE

Tot Squad is a baby gear services company that aims to be the **"Geek Squad"** of the baby industry.

OUR SERVICES



Baby Gear Cleaning



Stroller Repairs



Car Seat Installations



We proudly use Honest products in all of our cleaning services.

OUR OPERATIONS

We offer our services in Los Angeles, San Diego, New York, and Washington D.C., with over 200 additional car seat safety affiliates in 40 states.



OUR VALUES

Customer service is our #1 priority; we believe in going above and beyond customers' expectations. **Courtesy, respect** and **follow-up** are keys to our success.



OUR MISSION

To provide expert baby gear services to business and families for convenience and peace of mind.



THE OPPORTUNITY

Tot Squad has disrupted a field traditionally run by volunteers and public servants, and was recently credited by the [NYT](#) for creating an entirely new industry for stroller cleaning and repair.



\$ 10 Billion luxury baby gear market

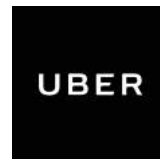


4 Million babies born annually



Zero national competitors

With more than 20,000 items serviced, we are a trusted partner of parents and businesses alike...



OUR TEAM



Jennifer Saxton, Founder & CEO

- Management & strategy consulting background
- Previously at the Wonderful Company (FIJI Water) and NASA
- MBA Kellogg/Northwestern
- BS Mathematics, Duke University



Shanna Johnson, COO

- 10 years and 3x start-up COO, specialty in “people at scale”
- BA Barnard College/Columbia University



Ann Singhakowinta, Marketing

- Senior Marketing roles at FIJI Water, Kraft Foods
- MBA Duke University
- BA University of Michigan



John Mattox, CFO

- 9 years Investment Banking at ING, California National Bank
- MBA Duke University
- BA Emory University



Jade Swords Dugdale, Digital Marketing

- Digital marketing and content executive at Clearstream Agency & Shutterlock
- BA University of South Carolina

TIMELINE

- **2010:** Jennifer Saxton won Kellogg Cup Business Plan competition & Student of the Year Award in Entrepreneurship
- **2011:** CleanBeeBaby founded
- **2012:** Expanded to San Diego and NYC
- **2013:** Goldman Sachs 10,000 Small Businesses program
- **2014:** Raised \$500K. Rebranded to Tot Squad, Honest Co. partnership
- **2015:** Nissan advertorial in INC. Grand Prize winner of IFA's NextGen program for Young Entrepreneurs in Franchising
- **2016:** First franchise sold, in DC. Second round fundraising \$1.5MM, buybuy BABY partnership. Winner of Women Founders Network pitch competition.
- **2017:** Partnership with UBER Family program in NYC. Winner of Tech Coast Angels Fast Pitch competition



AWARDS

- 2017** Tech Coast Angels Fast Pitch "Most Fundable" Award
- 2016** HERA Venture Summit - 1st Place in pitch competition
Women Founders Network Fast Pitch - Judges Award
- 2015** NextGEN Young Entrepreneurs in Franchising Contest
Grand Prize
- 2014** SoFi Start-Up of the Year
- 2013** Goldman Sachs 10,000 Small Businesses program
- 2010** Winner of Kellogg Cup MBA business plan competition



TESTIMONIALS

"I am so pleased with how clean my son's car seat is! Tot Squad got all the stains out that I couldn't and it looks great."

- **Lauren**

"As always, the car seat education team was informative, professional and helpful throughout the installation process."

- **Jennifer**

"The customer service and car seat safety education were excellent. Now, I have peace of mind knowing our seat is installed properly!"

- **Deborah**

TOT SQUAD IN THE NEWS



The Doctors: "Shocking things you didn't know about car seats"

"There is nothing more emblematic of New York City baby life than the beat-up stroller...a fledging stroller cleaning industry is emerging to deal with the mess."

MSNBC

The New York Times

"Tot Squad has... juggernaut-like aspirations."



Meeting with Vice President Joe Biden

US WEEKLY

WSJ

"Guess what franchise concept is red-hot?"



Fortune Magazine - Most Powerful Women Summit

CNBC

Entrepreneur

Inc.

CELEBRITIES ♥ TOT SQUAD



"Tot Squad did an amazing job on our car seats! I tried everything to get them clean, but what I was unsuccessful at, Tot Squad did in 30 min. I am extremely grateful!"

- **Sarah Michelle Gellar**

"Thx Jenn w/ @TheTotSquad for keeping my baby girl safe in her car seat. You're such a sweetheart!!!!"

- **Lisa Ling**



"LA moms looking for someone to install your car seat, check out @TheTotSquad ... they just did mine and did a great job!!!"

- **Giuliana Rancic**



CELEBRITIES ❤️ TOT SQUAD



Tori Spelling



Ian Ziering



Mayim Bialik



Bruce Willis



Andrew Keegan



Bryce Dallas Howard



Tiffani Thiessen
Amber Thiesen



Ali Fedotowsky



Zach Gilifianakis



Ivanka Trump



Joseph Gordon Levitt



Diana Ross



WHY BECOME A SPONSOR?

We have trusted relationships with highly desirable customers.

**We're not just another
Instagram blogger.**

What makes us different:

- ✦ In-person, face-to-face engagement with customers
- ✦ Expertise in baby gear maintenance and safety
 - ✦ A wealth of customer and baby gear data
- ✦ The authenticity that only true experts can provide

THE TOT SQUAD CUSTOMER



97%

women with children under the age of **5**

84%

of customers aged **25-40**; average age 35

81%

household income over **\$100K**

\$400

lifetime customer value

On average, spend **\$944** per stroller and **\$311** per car seat

56% Working Moms

44% Stay at Home



CUSTOMER HABITS & ATTITUDES

As new and expecting parents, Tot Squad customers are:

- Passionate about work/life balance
- Eager to outsource tasks
- Savvy social media users
- Eager to learn about new products & services
- Influencers among peers
- Concerned about health, safety & wellness

OUR REACH: OVER 1 MILLION FAMILIES



Van Visibility:

~40,000 impressions/day



Website:

292,000 users



Newsletter:

11K subscribers

Bi-monthly distribution



Facebook:

284,000 reach

5,111 likes



Twitter:

224,000 impressions

2,332 followers



Instagram (new since 2016!)

25,000 impressions

1,160 followers



TOT SQUAD + Inc.

Tot Squad was selected to be the face of Nissan's commercial vehicle campaign as part of Inc Magazine's *Brandview* program, which prominently featured our partner brands Honest Co, Diono and Orbit Baby, and garnered over 313 Million impressions.



SPONSORSHIP PACKAGES

	BRONZE	SILVER	GOLD
<u>ONLINE & SOCIAL MEDIA PRESENCE</u>			
Placement on Website	X	X	X
One TS Newsletter Feature per Quarter	X	X	X
One FB Post + 3 Tweet or Instas/month	X	X	X
<u>EVENTS, EXPOS & GIVEAWAYS</u>			
Marketing Displays at all Onsite Event		X	X
Active Marketing & Sales Effort by TS Team		X	X
Distribution of Coupons & Giveaways to TS Customers		X	X
Co-Promotion of Brand at Major Onsite Events & Expos (100-200k foot traffic, per market) <i>Example: Promotion of your brand at MommyCon & Big City Moms</i>			X
TOTAL PRICING PER MONTH	\$1,000	\$1,500	\$2,000

A LA CARTE SPONSORSHIP OPTIONS

DIGITAL MENU	Cost Per Month
Social Media (1 FB + 3 Tweets/Instagrams)	\$100
Newsletter Feature (1x)	\$200
Dedicated E-Blast	\$400
Website Sponsor	\$600
GIFT CARDS	DISCOUNT
Tot Squad Gift Cards (great gifts to give for gear manufacturers)	20% Discount
BRANDING MENU	Cost Per Month
Product Giveaways, Coupon Promotion or Sampling	\$250-500
Display at all Onsite Events	\$500
Brand Ambassador (2x per month)	\$800



CELEBRITY OUTREACH

Celebrity Gifting: If you would like to gift a celebrity, let us hand deliver, install or assemble your gear, obtain photos and testimonials on your brand's behalf.

Follow-Up Opportunities: Use holidays or birthdays as an excuse to send a Tot Squad gift certificate to keep celebrity's items tuned-up and clean for paparazzi snaps!

EDITORIAL SPONSORSHIPS

Your brand can sponsor a monthly theme or customize your own. Sponsorship includes blog content, newsletter editorial, social media activation and may also include video development.



January
Infant Seats



February
Convertible Seats



March
Best Mommy Websites,
Apps & Timesavers



April
Baby Registry
Gift Guide



May
Booster Seats



June
Travel Gear & Safety



July
Strollers



August
Back to School Gear



September
Car Seat Safety Month



October
New Products/ABC



November
Winter Safety



December
Holiday Gift Guide

CUSTOMIZED CONTENT

Tot Squad can create **custom content** specific to your target audience:



- Video content
- Blog posts
- Product placement in videos, commercials, blog posts, social media
- Giveaways
- Co-branded t-shirts and stroller tags

We collect **data** beyond standard demographic info:



- Vehicle make / model
- Brands of car seats and strollers owned
- Kids ages / heights / weights

Let us help you gain **consumer insights** by customizing:



- Focus groups
- Consumer surveys
- Targeted campaigns
- Recall alerts and fixes

CASE STUDIES



Diono partnered with Tot Squad as an annual sponsor of our mobile vans that travel the greater Los Angeles and Orange County regions.

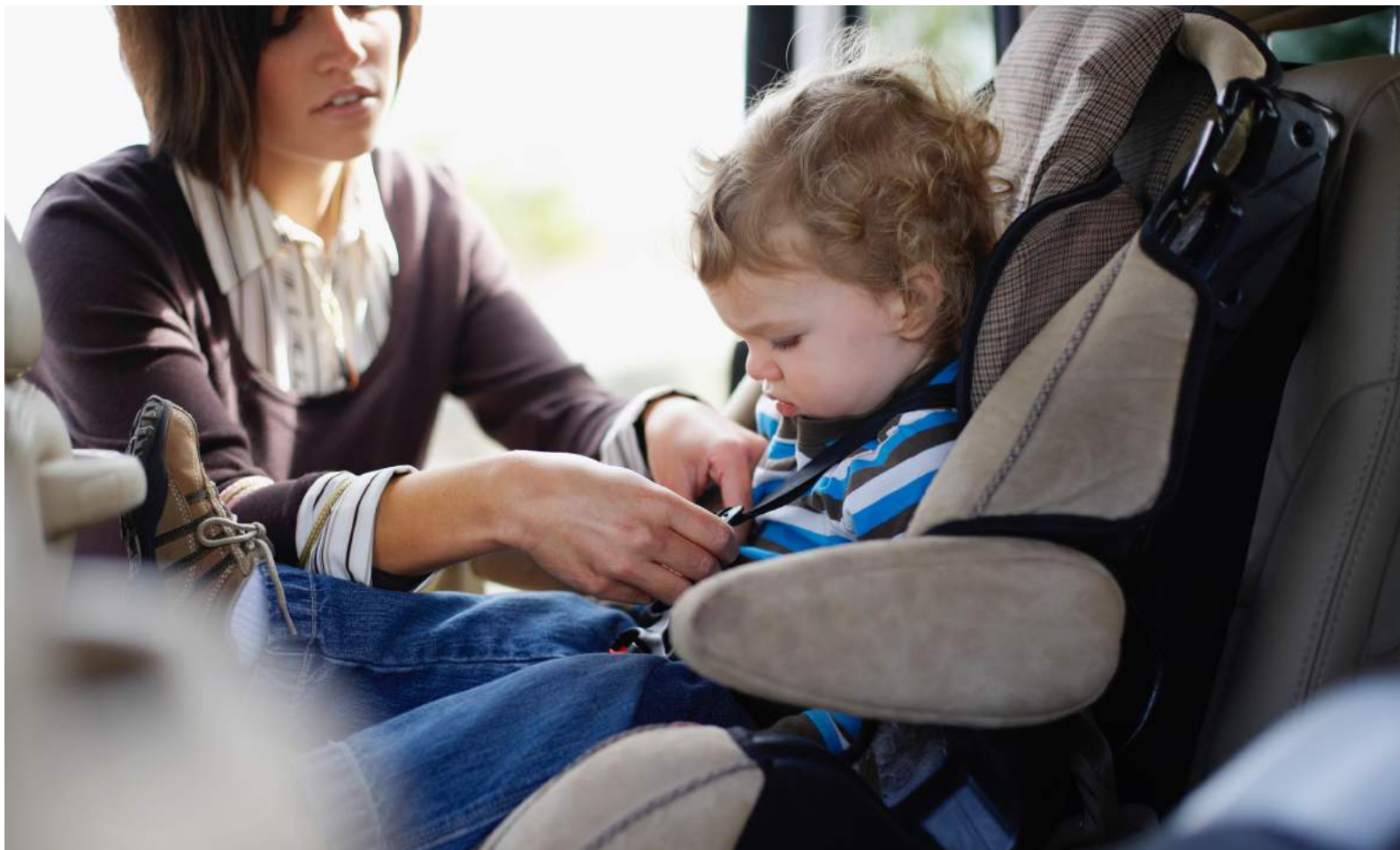
Program: Van sponsorship (2), celebrity seeding, ongoing newsletter features, social media posts, website placement and media/event integration, 5 car seats for video usage and giveaways.

Results: Tot Squad incorporated Diono seats into a segment on The Doctors which reached 2.3MM viewers. Along with inclusion in boosted videos for AutoNation and Mom.me, plus visibility in the branding on our vehicles, total impressions of the Diono brand reached over 16.5MM.



Autonation, the largest auto retailer in the U.S., partnered with Tot Squad to produce a series of one minute car seat safety videos in September 2016 featuring Founder/CEO Jennifer Saxton, who is also a certified Child Passenger Safety Technician.

Results: Over 200k impressions on social media and 70k video views.



BOOTS ON THE GROUND

With our team of car seat safety professionals in 40 states, we can offer hands-on coaching, brand activation and other experiences for your customers:

- Car seat installations at retail stores
- Expecting parent workshops
- New product demonstration and training to retailers on behalf of your brand
- Exhibitor representation and demonstration at mommy expos
- Charitable events benefiting low income families



CLEANING AND REPAIR SERVICES

Our Grime Fighters and stroller repair experts can host cleaning and/or repair events on behalf of your brand.

SERVICE	RATE
<u>Cleaning</u> : Staff for customer appreciation events, or cleaning of floor models, displays or playspaces	\$50/hour
<u>Safety</u> : Certified Child Passenger Safety Technicians for installation or education events	\$50/hour
<u>Stroller Repairs and Recall Fixes</u> : In-warranty or out-of-warranty services provided to consumers	\$75/hour
Travel Time	\$25/hour + mileage

Available in select markets.



**CONTACT
US**

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