

BopStar Baby

Celebrity Baby Baskets

BopStarBaby@BopStar-PR.com
www.BopStarBaby.com

A Unique PR opportunity for Your Premium Baby Product

THE CAMPAIGN

BopStar-PR maintains an ongoing list of A-List celebrities who are expecting, including the baby's due date plus any additional siblings in the household. Within 2-3 weeks of the baby's birth announcement a full gift basket of premium A-list baby products will be sent to the new parents. Each basket will be individualized for each celebrity couple (girl versus boy plus acknowledgment of additional children in the household).

THE GIFT BASKET

This opportunity is limited to 15 of the leading designer companies in the following categories:

• Apparel, Accessories	• Apparel, Daytime, Shoes	• Apparel, Haute Couture
• Bath Time, Towel Sets	• Bath Time, Skin Products	• Blankets & Accessories
• Books	• CDs	• Dinner Time, Bibs
• Dinner Time, Feeding Sets	• Healthy Baby	• DVDs
• Healthy Mom	• Jewelry	• Keepsakes
• Magazines	• Nursery	• Photographer
• Playtime	• Toys	• Travel & Travel Carrier

YOUR OPPORTUNITY

- Reserve your exclusive placement in this unique program. [The lilac denotes companies who have already committed to the BopStarBaby, Celebrity Basket promotion.](#)

Your commitment includes:

- A 12-month campaign commitment with a minimal monthly retainer fee.
- Supplying a maximum of 10 products per month to be included in each gift basket.
- Supplying a minimum of 1 product per quarter for promotion/publicity. BopStar-PR will actively publicize the BopStarBaby baskets and in turn, your company's participation
- You are also invited to submit products for alternative age groups for additional children in the household at no additional fee. Infant/toddler & preschool only. Age, gender specific.

Each contracting company will be guaranteed exclusivity in their product category. For further information please contact MaryLenore Arsenault; BopStarBaby@BopStar-PR.com.

ABOUT BOPSTAR-PR

For more than twenty years, MaryLenore Arsenault/BopStar-PR has been a leader in publicizing family entertainment. Clients have included Walt Disney Records (Aladdin/Lion King), The Children's Group (Classical Kids/Mozart Effect), EMI Music (Barney's 1st CD) and Casablanca Kids (Sharon, Lois & Bram, Fred Penner and Jack Grunsky) and Sony (Sony Kids Launch).

ABOUT BOPSTAR-BABY

BopStarBaby was conceived by the unlikely combination of Equinox, Fred's at Barneys and a complimentary subscription to OK Magazine. While browsing OK at the club, BopStar-PR founder and

long-term family publicist, MaryLenore realized *every other page* was about celebrities and their families. Shortly after during Toy Fair, Arsenault ran her idea of a *basket*, with only the *best premium baby products* for *new celebrity parents*, over lunch at Fred's, to a long term BopStar client. The response: 'a definite yes'; MaryLenore had secured her first client. The duo immediately headed to the Barney Baby section next door. BopStarBaby was born.