



# Partnership Guide

# Partnership Overview

## Our Mission & Values

At Duskbloom Littles, we believe learning should be a joyful adventure. Our mission is to spark curiosity in children through playful, thoughtful, and accessible educational resources. We value creativity, collaboration, inclusivity, and trust – and we seek partners who share these values.

## Types of Partnerships We Offer

We're open to collaborating in ways that help children learn and grow:

- **Content Collaboration** – Co-create activities, videos, or learning modules that fit both our brands.
- **Resource Integration** – Feature your educational products, services, or expertise in our learning hub.
- **Community Initiatives** – Work together on events, campaigns, or outreach projects for schools and families.
- **Sponsorships** – Support our content in exchange for thoughtful, brand-aligned visibility.

## What Success Looks Like

A successful partnership is one where everyone wins – our audience, your brand, and our shared mission. Together, we create content that inspires, educates, and reaches the right people in meaningful ways.

- **Engaged Learning** – Children explore new ideas, gain knowledge, and have fun along the way.
- **Authentic Exposure** – Your brand is introduced to families and educators in a natural, trust-building way.
- **Measurable Impact** – We can clearly see results, whether that's through reach, engagement, or community growth.

## Timeline Expectations

Partnership timelines vary, but most collaborations follow this pattern:

- 1 **Discovery & Planning** – 1–2 weeks
- 2 **Content Creation** – 2–4 weeks
- 3 **Launch & Promotion** – As agreed
- 4 **Review & Next Steps** – After campaign completion

## Practical Details

### What We Provide

We bring creativity, experience, and an understanding of what works for children's learning. Our goal is to make collaboration smooth, inspiring, and impactful.

- **Creative Concept Development** – We shape ideas into engaging, kid-friendly content that aligns with both our brands.
- **Professional Production** – Design, writing, and multimedia creation handled with care and attention to detail.
- **Audience Access** – Distribution through our Duskbloom Littles platforms to reach parents, teachers, and kids who will benefit most.
- **Insight & Reporting** – Post-launch engagement summaries so you can see the value of your partnership.

### What Partners Provide

We love when partners bring their expertise, creativity, and excitement to the table. To keep the process smooth and collaborative, we ask that you provide:

- **Relevant Assets** – Logos, visuals, product details, or info we need to represent your brand accurately.
- **Timely Feedback** – Quick review cycles help keep the project moving and aligned.
- **Shared Promotion** – Where it fits naturally, sharing the collaboration with your audience helps both of us grow.

### Content Approval Process

You'll always have a chance to review and approve content before it goes live. Our goal is to make the process collaborative but not overwhelming.

#### **First draft → Review → Final approval before publishing**

We keep edits reasonable and timelines realistic to respect everyone's time.

### Attribution & Recognition

We believe in giving credit where it's due. Partner logos, mentions, or links will appear in the agreed-upon location (i.e. website, video, social media) and in a way that feels natural and respectful to our audience.

### Usage Rights

You're welcome to share co-created content (with credit to Duskbloom Littles). We may showcase the partnership across our channels as part of our portfolio. Everything we publish will follow the terms we agree on from the start.

## Process & Contact

### Application Process

We've kept things simple and open — if you're aligned with our values and focused on helping children learn and grow, we'd love to hear from you.

*To apply:*

1. Fill out our short Partnership Interest Form
2. We'll schedule a discovery call
3. If there's a great fit, we begin shaping the collaboration

### Evaluation Criteria

We look for partners who share our passion for creativity, inclusivity, and curiosity in learning. The best fit comes when your audience naturally overlaps with ours and there's a clear, mutual benefit for both sides.

*We especially value partners who:*

- Offer products, services, or ideas that complement and enhance children's learning
- Are excited to co-create something meaningful, joyful, and impactful

### Next Steps

If we're a great fit, we'll outline a collaboration plan. Once approved, we move into creation and launch.

### Contact Information

#### Duskbloom Littles Partnerships



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[duskbloomlittles.com/partnerships](https://duskbloomlittles.com/partnerships)