



SANDY TOES &
POPSICLES

2019 SPONSORSHIP & MEDIA KIT



**WELCOME OUR
NEW ADDITION!**

ABOUT JILL



Jill Parkin is the creative mind behind the Southern California family lifestyle blog **Sandy Toes & Popsicles** – where she shares life in Orange County, the best things to do with kids, easy recipes, family travel, food, healthy living, craft tutorials, printables, party planning, family-friendly products, and parenting tips.

Jill is widely known in the community as the go-to person on how to enjoy life with kids in Orange County and beyond. Parents enjoy her perspective and realness, as she is not afraid to share her flaws along with all the good. She has been invited to speak at many events and love encouraging moms in the community. Her goal is to provide parents with the tools and mindset to celebrate every day with their kids.

Jill's ideas have been featured on many high-profile websites and in-print in various magazines such as BuzzFeed, Woman's Day, Yum for Kids Magazine, Family Fun Magazine, OC Family Magazine, Parenting OC Magazine, OC Register, and she was recently named one of the top 25 bloggers in SoCal by Circle of Moms. Jill currently lives in Orange County, California with her husband Chad, three boys Jack, Kyle and Vann; ages 15, 12 and 8, and her new addition Dani Kat age 1 year. All who have inspired her to continue to create organic content that is loved and utilized nationwide and by the Southern California community.

CELEBRATING
10 YEARS
OF SANDY TOES & POPSICLES

PRESS MENTIONS

BuzzFeed

OCBS

Disney baby

THE HUFFINGTON POST

b
babble
Community of Moms

HGTV

parentingOC

Woman's Day

yum for Kids
food & fun

iVillage

redbook

FamilyFun

SANDY TOES &
POPSICLES



www.sandytoesandpopsicles.com

THE CREW



HUSBAND CHAD

Outdoors • Surfing
Camping • Boy Scouts
DIY • Teacher • Skating
Owns a Truck &
Travel Trailer



JACK – AGE 15

Swimmer • Water Polo
Boy Scout • Engineering
Gaming • High School



KYLE – AGE 12

Hip Hop • Music • Skateboarding
Boy Scout • Swimming
Nintendo Switch • LEGO
Middle School



VANN – AGE 8

Hip Hop • Art
Boy Scout • Swimming
Cats • LEGO
Elementary School



DANI KAT – AGE 1

Fashion • Singing
Dolls • Puzzles
Books • Cats



AUDIENCE



11,495

@popsicleblog -



13,720

Highly-Engaged Community
@SandyToesandPopsicles



11,400

2.2m monthly viewers
@popsicleblog



10,780

@popsicleblog



108

@popsicleblog

129,283

Total Reach



174,030

Pageviews Per Month

Domain Authority 57

92% United States

88% Female

40% ages 25-34 | 36% ages 35-44

Via Google Analytics
January 2019

130,246

Unique Sessions Per Month

Via Google Analytics
January 2019



www.sandytoesandpopsicles.com

WHAT I COVER



- Southern California Lifestyle
- Parenting
- Family Travel
- Healthy Living
- Easy Recipes
- Crafts
- Orange County Events
- Pregnancy / Baby
- Daughter / Sons
- Cats
- Gardening
- Outdoors / Camping
- Products We Use

NATIONAL PARTNERS

The Land of Nod

Aveeno
ACTIVE NATURALS



Nintendo

THE CHILDREN'S
PLACE

vtech

Pampers

Tyson



WHOLE
FOODS
MARKET



GYMBOREE



verizon



GREAT
WOLF
LODGE



joovy

Walgreens



CONAIR



Juicy
Juice
100% Juice

Tillamook



duraflame

K
kmart.

SCHLAGE



Cool
Whip

MY WORK



LIFESTYLE

Examples:

Family Visit to Crystal Cove
How to Throw a
Moms Only Pool Party
How to Throw an
Awesome Backyard Campout



HYPERLOCAL

Examples:

Knott's Boysenberry Festival
Visiting Bricks & Minifigs in Fullerton
Pizza Making Parties at Naples Ristorante
Pacific Edge Hotel Bungalows



FAMILY TRAVEL

Examples:

16 Day Road Trip to Yellowstone
Visit to Great Wolf Lodge SoCal
Weekend Road Trip with Chevy



HEALTHY LIVING

Examples:

Tips on Dealing with Mens Stress
My Trip to the Kaiser Orange Sun
Safety in Orange County

BRAND WORK

Examples:

Pampers Pure
Easy Super Mario Cereal Bars
Spencer by Jaclyn Smith at Kmart
Build Your Own Tart Station with C&H



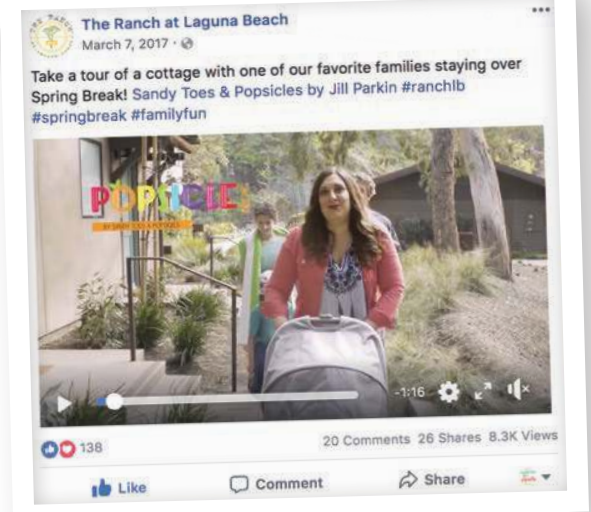
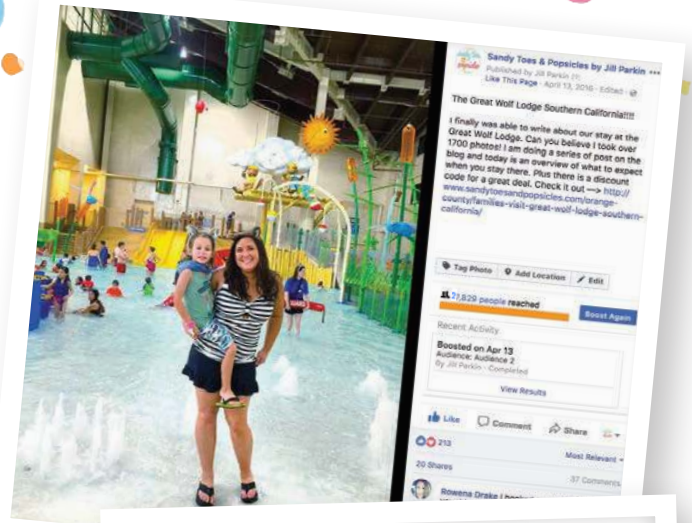
LOCAL COVERAGE

Sandy Toes & Popsicles has become the favorite website of Orange County moms. After 10 years of sharing their adventures, Jill and her family are recognized wherever they go within the community. As the go-to person on how to enjoy life with kids in Orange County. She is currently a Knott's Berry Farm Ambassador, and has worked as an ambassador for Discovery Cube OC, Kaiser Permanente, Scholarshare and Cosmeticare.

Jill's goal is to inspire moms (and dads) to realize they're doing a great job, to provide them with the tools to get outside in the community and enjoy all there is to offer. She has an active Facebook page where she shares local tips, advice and upcoming events. And often does a Facebook live or video at local events to show first hand what to expect. She also shares her day-to-day thoughts and feelings. Parents have come to know her as being open and honest, and they enjoy her perspective and realness, as she is not afraid to share her flaws along with the good.

Jill works with local business in the following ways:

- Event Coverage
- Restaurants & Attraction Coverage
- Hotels and Travel with SoCal
- Personal Appearances
- Social Media Strategy & Assistance



LOCAL PARTNERS



Events
Public Speaking
Meet & Greet
Demonstrations



www.sandytoesandpopsicles.com

Family-friendly travel, and most often, road trips, are one of the favorites of **Sandy Toes & Popsicles** fans – where Jill and her family go off the beaten path looking for fun family travel spots, unique finds and cool photos opps. They own a travel trailer, so camping and long distant travel is right up their alley. They are always looking to showcase places for families to visit and to add to their travel files on the blog. Insta Stories, IG and Facebook, let her show of beautiful photos featuring the places they stay.



SERVICES



Sandy Toes and Popsicles offers the following services:

- Sponsored Posts
- Facebook, Instagram & Blog Giveaways
- Facebook LIVE
- Video
- Event Hosting
- Speaking Engagements
- Twitter Parties
- Community Events
- Influencer Lists & Management
- Social Media Strategy & Assistance

LET'S WORK TOGETHER
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