

# theSmileProject



**back to school '14**

AUGUST  
16<sup>th</sup>  
2014

Washington DC  
Gateway Pavillion

# theSmileProject

## “Back to School”

The 2nd Annual Smile Project DC, will be held on August 16th, 2014 from 12 noon - 7:00pm at the Gateway Pavilion (1100 Alabama Ave, SE). Hosted by District Department of the Environment (DDOE), DC Public Schools, Broccoli City, and many other partners, The Smile Project DC will be a FREE back to school carnival for families and fun for of all ages. The Smile Project block party will be a perfect way to end the summer and welcome the new school year!

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# Smile

/smil/: a facial expression formed by flexing the muscles near both ends of the mouth and by flexing muscles throughout the mouth

The Smile Project is curated to celebrate the beginning of a new school year by smiling and having fun to help promote positive mental health. It will be fun for all ages with back to school giveaways and information, rides, games, moon bounce obstacle courses, giant slides, water activities, rock climbing, live music, healthy eating

demonstrations, food trucks, vendors, and much more! The Smile Project, will place an emphasis on promoting positive mental health by having fun, smiling, and being prepared and excited about the new school year. Sponsors will give away things like backpacks, notebooks, pencils and pens, books, water bottles, lunch boxes,

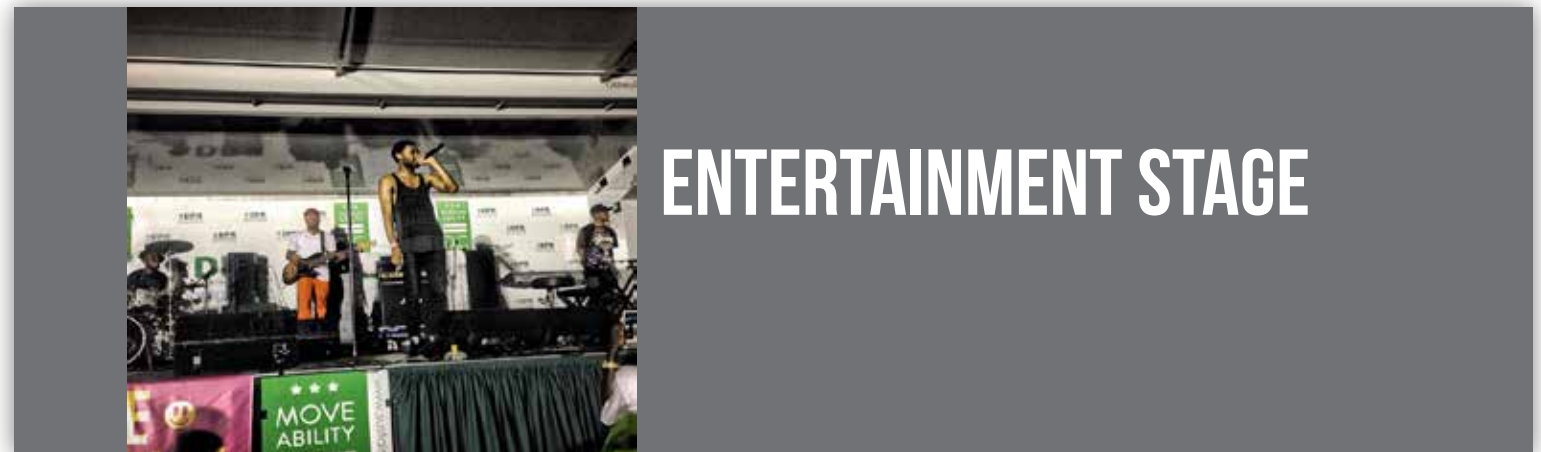
calculators, and more useful tools and information for learning. DDOE, District Department of Public Works, and DC Sustainable Energy Utility will take a lead on emphasizing the importance of taking care of our environment by recycling, reducing waste, and reusing things like water bottles to reduce our carbon footprints.



TWITTER/INSTAGRAM:  
@SmileProjectDC  
SOCIAL MEDIA HASHTAG  
#theSmileProject



## CARNIVAL GAMES & RIDES



**EXHIBITOR / VENDOR**



**it's simple...  
Just Smile and  
enjoy DC**

*Attendance: Approx 3000  
ALL AGES  
Target Demographic:  
Multicultural, DC Youth, Families*



**Exhibits/Vendor Space**

DC Metro Residents have a chance to learn more about great business and programs focused to improve the city and showcase their future plans. Business of all sizes, Gov't Agencies, & non-profit organizations can to sell goods, services, food, & provide informational material.

**"PARTNER" EXHIBITOR SPACE  
\$8500.00**

What you Get: One Under 3 mins Speech Time Slots, Prime Exhibit Space under Pavillion, Power Connection, and Exclusive Logo Visibility Onsite, & Online, featured in Press Release, and all marketing

**"GENERAL" EXHIBITOR SPACE  
\$2475.00**

What you Get: Exhibit Space under Pavillion, Power Connection, Logo Visibility Web & Onsite

**LOCAL VENDORS  
\$225.00**

What you Get: Vendor Space Reserved for Small Non Profits & Businesses

**FOOD TRUCKS  
\$200.00**

**ORGANIZERS**

**broccoli**  
**CITY** .com

**Organic Lifestyle Brand**

"Broccoli City is a platform that uses creativity to showcase a relatable look into the environment, sustainability, health, and social issues through events, culture, art, fashion and music"

