



Results snapshot:

- 8 local sponsorships secured
- Nonprofit sponsorships for each opening
- 70,000 total local impressions
- 50,700 reached digitally
- 19,600 reached in person

Service:

- Small business link building

Client: Fun Brands

Industry: Family entertainment

Size: Multi-location franchise

Location: United States



Fun Brands reopens with 70,000 local impressions from community sponsorships

The challenge

Fun Brands risked reopening two inflatable party centers without regaining visibility in their local markets.

Families had moved on during closures. With spring ending, school programs were wrapping up. They had to find sponsorship opportunities that could efficiently reach families in the right ZIP codes within a short timeline.

Our solution

ZipSprout targeted community nonprofits and organizations that reached parents with elementary-aged children in the ZIP codes surrounding each store.

Roadblocks

- Many community events in Norwalk were exclusive and expensive, limiting access to families. We pivoted to PTAs, little leagues, and local parenting blogs that offered broader, affordable reach.
- Sponsorship opportunities in Clarksburg were priced higher than expected. We identified schools, recreation programs, and moms' groups as cost-effective alternatives with strong family engagement.
- The campaign launched in late spring as school programs were ending. We shifted focus to summer events, ensuring timely and reliable family visibility.