

PARTNERSHIPS & BRAND COLLABORATIONS
brands@vibeykids.com

WEBSITE:
www.vibeykids.com

Available for UGC •
 Sponsored Campaigns •
 Long-Term Partnerships

Learning Through Music, Play, & Adventure

260k
 YouTube
 Subscribers

7M+
 Views

Grammy
 Winning
 Founder

Family
 Owned
 Brand

Ages
1-8
 Our Core
 Audience

97k
 Instagram
 Community

About Vibey Kids

Founded by Grammy Award-winning songwriter and producer Jessica "J.Lauryn" Carter and former NFL player Drew Carter, Vibey Kids creates engaging educational content, original music, and toy adventures featuring their sons, Pierce (4), Quest (2), and Vibey Kids Puppet, Smarty Bee!

Vibey Kids combines the reach of social media creators with the credibility of a successful children's entertainment brand. We don't simply recommend products—we integrate them naturally into educational content, music videos, family adventures, toy demonstrations, and original storytelling.

Why Families Love Us

- Educational content designed for toddlers and preschoolers
- Original music written by Grammy Award-winning songwriter J.Lauryn
- Real family adventures featuring toddlers Pierce and Quest
- Positive screen time focused on learning through play
- Toy reviews, unboxings, and hands-on experiences
- Engaging content that encourages movement, creativity, and curiosity

Why Partner With Us

- 260,000+ YouTube Subscribers
- Millions of video views across platforms
- Highly engaged family audience
- Authentic product demonstrations with real children
- Original music & custom branded content opportunities
- Professional production quality
- Cross-platform promotion opportunities
- Long-term ambassador & campaign partnerships available

BRANDS WE LOVE WORKING WITH

Toys & Games Fun, innovative toys that spark imagination and play.	STEM Learning STEM toys, science kits, and educational learning tools.	Arts & Crafts Creative products that inspire young artists and makers.	Children's Books Engaging stories that encourage reading and imagination.	Family Travel Destinations and experiences for every adventure.
Outdoor Play Outdoor toys and equipment for active play.	Learning Tech Educational apps, tablets, and learning technologies.	Lifestyle Products Family lifestyle products that make life easier & better.	Kids Apparel Comfortable, stylish clothing kids love to wear.	Healthy Living Healthy Living Healthy snacks, wellness, and family nutrition brands.
				Subscription Boxes Curated boxes that bring fun and learning.

WAYS WE PARTNER

SPONSORED YOUTUBE VIDEOS Dedicated videos featuring your product or brand.	SOCIAL MEDIA CONTENT Engaging Posts, Reels & TikToks across platforms.	TOY ADVENTURE SERIES Seamless integration into our Toy Adventures.	BRAND AMBASSADORSHIPS Long-term partnerships & ecurring content.	AFFILIATE & PERFORMANCE COLLABS Drive sales with affiliate & promo partnerships.
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Jessica "J.Lauryn" Carter
 Founder & Creative Director
 Grammy Award-Winning Songwriter & Producer
 8x Platinum Selling Songwriter for Post Malone, BTS, ROSÉ, DJ Snake, Ziggy Marley + more with 5+ Billion streams across all platforms.

Drew Carter
 Former NFL Player & Co-Founder
 Former NFL player (Panthers & Raiders), entrepreneur, and education degree graduate from The Ohio State University.